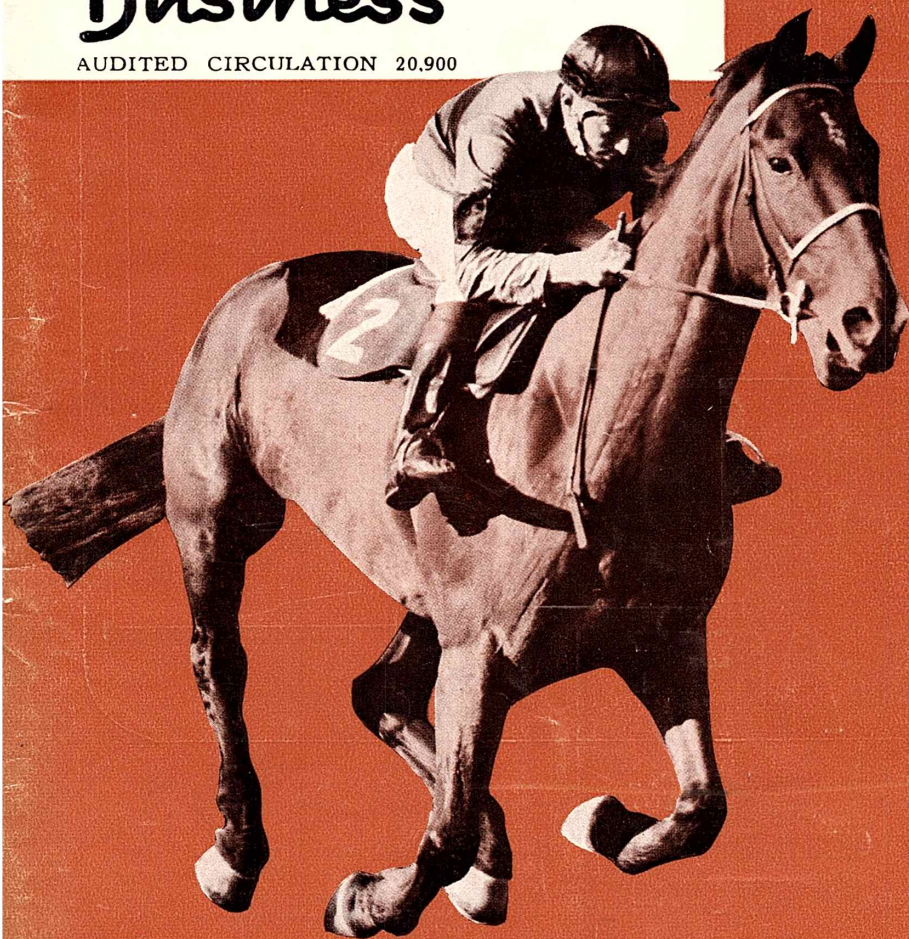


Better Business

AUDITED CIRCULATION 20,900

June
1963

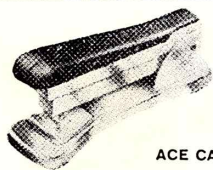
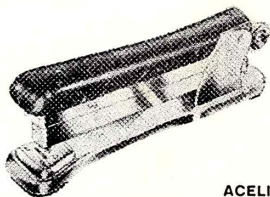
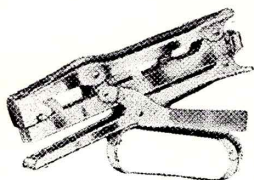
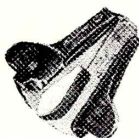
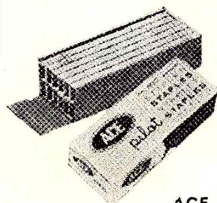
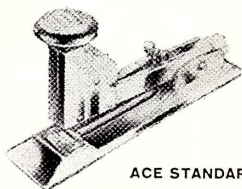
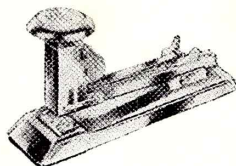
A
U.B.D.
PUBLICATION



**In
This
Issue:** N.Z.'S RACING STUDS
THIRD-PARTY INSURANCE

HUMOUR BY THE STRIP

BEHIND N.Z.'S EXPORT DRIVE

ACE*the World's finest***ACE CADET****ACELINER****ACE CLIPPER****ACE
STAPLE REMOVER****ACE
PILOT STAPLES****ACE STANDARD****ACE PILOT****ACE**

**staplers for
every purpose
... every purse**

"Often imitated, never copied"—an old phrase that is particularly true of ACE Stapling Machines! For Ace sets the pace . . . provides the standard . . . establishes the criterion for all the others. There's a model to suit every job at a price to suit every pocket. Staples by Ace, too, give greater satisfaction.

See them at your dealer or write N.Z. Distributors—

EXCELSIOR SUPPLY CO. LTD.**50-52 VICTORIA STREET****BOX 555****WELLINGTON**

BUSINESS SERVICES & EQUIPMENT

FOR OFFICE & FACTORY

The catalogue of small display spaces in the following pages offer a wide variety of items and services to Better Business readers. Where any advertised product or service is not available locally, or more particulars are required, readers are invited to write to Better Business for further assistance in obtaining their requirements.

ROTAMETER

FOR FLOW MEASUREMENT & CONTROL



ROTAMETERS will measure instantaneous rate of flow of liquids or gases from 0.5cc per minute up to thousands of gallons per hour.

FOR MEASUREMENT AND CONTROL OF FLOW —
DENSITY — LEVEL —

N.Z. AGENTS —

SONOPHONE DISTRIBUTORS LTD.

102 ALBERT STREET, AUCKLAND

"Instruments for Industry"

Phone 44-265 — Telegrams: "Electronic"

Paid too much Tax??

Our taxation consultants will review your returns from as little as £3-3-0. This service has resulted in substantial savings for many of our members.

"Enquiries Cost Nothing"

For details and a free copy of our monthly taxation letter, write, phone or call on us.

N.Z. SERVICE ACCOUNTING ASSN.
(Inc.)

Phone 24-799 316 QUEEN ST. Box 5996
AUCKLAND

Become a "Quick" Adder

"Quick" Adding Machines feature: Very low cost, Paper Tape, high capacity, speedy operation, portability and smallness (7½ lbs.), direct Adding, Subtraction, sub-totals, Non-add and Multiplication Keys, Credit Balance.

Fast electrics £69 Manuals £49

All features of a costly machine.



Address of nearest stockists from sole New Zealand Agents

N. McDougall & Co. Ltd., P.O. Box 2834, WELLINGTON

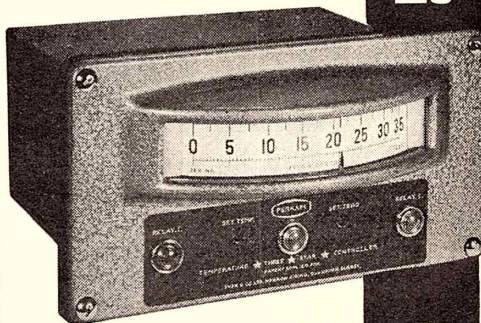
NEW ★ THREE ★ STAR ★ Temperature Controller/Indicator

TYER

Offers you all the accuracy,
flexibility and reliability of
an expensive instrument—
at low cost.

Full details from

N.Z. AGENTS —
SONOPHONE DISTRIBUTORS LTD.
102 ALBERT STREET, AUCKLAND
"Instruments for Industry"
Phone 44-265 — Telegrams: "Electronic"

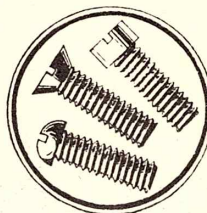


13 McKELVIE ST. GREY LYNN

Ph. 16-573 Auckland Box 2969

Self adhesive, anodised aluminium foil industrial nameplates. Time and labour saving; ease of application. Their colourful versatility gives increased distinction to your products. Manufacturers of all forms of etched and printed nameplates on non-ferrous metals and stainless steel:

METAL THREAD SCREWS, NUTS AND WASHERS



B.S.W. & B.A.

BRASS AND
STEEL

BLAIR REED & CO. LTD.

P.O. Box 9076, Auckland, S.E.I.

N.Z. "Pop" Rivet Distributors

Typewriter Ribbons & Carbon Papers!

Remember

"KOLOK"

Kolok Typewriter Ribbons. Duracote, Tenacia, Silk Gauze, and 1088 Carbon Papers.

Office and Sales:

**KOLOK CARBON & RIBBON
CO. LTD.**

79 FEDERAL ST., AUCK. C.I.

P.O. BOX 793 PHONE 45-434

"PERSEC" Personal Filing Case

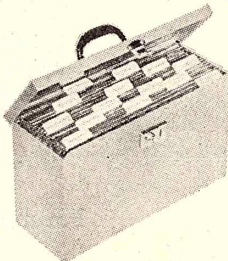
Steel — Locking — Portable

16½" x 10½"

x 6½"

PRICE

£7/2/6



For Salesmen, Businessmen and Private use. Keeps valuable records and documents safe and systematic, contains modern suspension files, printed titles and optional blanks.

For Name of Nearest Stockist write to

N. McDougall and Co. Ltd.

P.O. Box 2834 Wellington

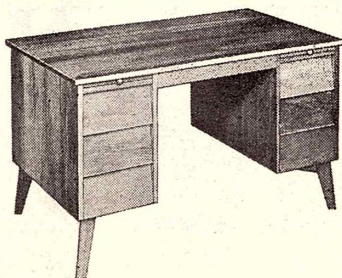
Machine Ledger Accounting

Your Accounting Done by Our
Latest Electronic Accounting
Machines Using Highly Trained
Operators. Speed, Economy and
Accuracy.

For details and a free copy of our monthly
taxation letter, write, phone or call on us.

N.Z. SERVICE ACCOUNTING ASSN.
(Inc.)

Phone 24-799 316 QUEEN ST. Box 5996
AUCKLAND



H. A. LOGAN & SON LTD.

Actual Manufacturers of Office Furniture, Desks
and Chairs.

CATALOGUE ON REQUEST

PHONE 40-536 — P.O. BOX 668
29 AIREDALE ST. AUCKLAND.

Pack Your Product Attractively!

As Contract Packers we pack your
bulk goods or materials of any kind
into Plastic, Aluminium or Paper
Laminate, Bubbles, Sachets, Pouches,
Flat Strips or Catch Covers. Liquids,
Powders, Tablets, Hardware, etc.
Speciality — Single Servings, Samples,
and Advertising.

Dominion Contractors to the leading
English and American Houses.

PLASTIKPAX LTD.

P.O. Box 978. Telegrams: "Plastikpax"
Auckland Phone 31-940, 31-941
(After Hours 50-406)

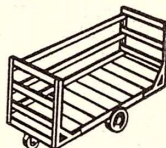
FLOORMASTERS

The job-proved
platform trucks.

Strong, reliable.

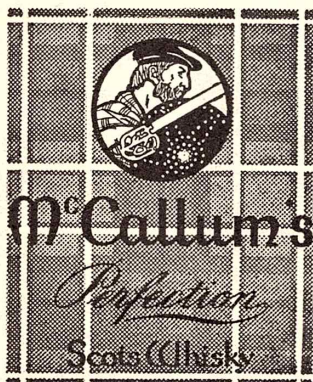
Wheels and
castors to

suit your loads and floors. Over
40 types and sizes.



Write: **MATERIALS HANDLING
CO. LTD.**

Gracefield, LOWER HUTT.



**DON'T BE CAUGHT
get a U.B.D.**

MAP DIRECTORY

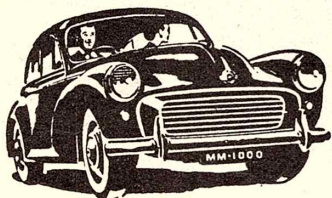
OF AUCKLAND and SUBURBS

Published in four colours, listing 4,000
streets, places of interest and bus routes.

7/6 Post Free

From **UNIVERSAL BUSINESS DIRECTORIES LTD.,**
P.O. BOX 793, AUCKLAND.

RENT A CAR



From

Shorters Rental Cars Ltd.

The largest operator with 100 of the latest models.

59 Shortland St. Ph. (5 lines) 24-794

INSTALLATIONS . . .

... REPAIRS

FOR YOUR

HYDRAULICS



Vickers-Detroit Hydraulics
PTY. LTD.

183 MARUA RD.

PANMURE

Phones: 598-900, 598-901

USE A KINGMARKA

To Address
your Cartons,
Parcels and
Cases

The Best that Money can
Buy AND the Cheapest
in the Long Run

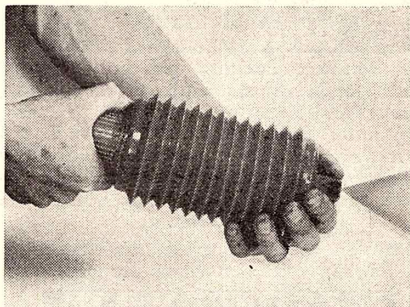
Available throughout N.Z.
from

STATIONERS, OFFICE
SUPPLY & BUTCHERS
SUPPLY FIRMS

Master Distributors
SMITH & CHISHOLM LTD
Box 985, AUCKLAND



SLAYS A BLAZE



N.Z. DISTRIBUTORS
KITTEN (N.Z.) LTD.

P.O. Box 5944, Auckland

Manufactured by H. Cook & Co., Epsom, Auckland.

DOMINION CONTAINERS LTD.

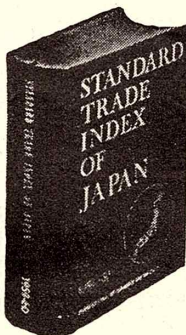
Manufacturers of
CYLINDRICAL CARTONS
TUBING & FABRIC CORES

Specialists in
COMPOSITE CONTAINERS
(Tin Lid and Base)

and all types of Cosmetic Boxes

Phone 896-045 or Call

190 STODDARD ROAD
MT. ROSKILL



9,000
Manufacturers

1,500
Pages information

The Businessman's
guide to Japan and its
trade

Price £6/6/-
Post Free

Available from N.Z. Agents:
UNIVERSAL BUSINESS DIRECTORIES LTD.,
P.O. BOX 793, AUCKLAND.

Over 100,000 Overseas Users

Money-Saving "ADRESSETTE"

Addresses Envelopes, Accounts, Circulars, &c.

at only a fraction
of typing costs!



USES
ORDINARY
"METHS"

Save hours of expensive typing time. Any junior can easily address clean, legible envelopes, etc., with the "RENA" ADRESSETTE — the world's smallest lowest priced addressing machine.

Indispensable to over 100,000 users overseas the "RENA" Adressette is the answer for the small to average New Zealand business not only for addressing accounts, but for regular direct mail advertising, despatch notes, index cards or for overprinting messages and sketches on circulars. Frames of different colours available for classifying customers, prospects, etc., and date of mailing.

Complete
Initial
Outfit
only

£14-10-0

Outfit comprises. RENA Adressette in case, steel filing tray for plastic frames and cards, 100 frames, 100 "RENA" Address Cards, 100 Hectograph Sheets, Bottle for "Meths" spare pad and washer. Additional supplies of frames and cards, etc., at low cost.

MONEY BACK GUARANTEE

Every Adressette carries our unconditional guarantee of absolute satisfactory service.

FREE

Samples of Work
Send coupon for
samples of your
Company's name and
Address produced on
envelope and account
form to:

**MARVIN (N.Z.) LTD.
N.Z. DISTRIBUTORS
FOR "RENA"
ADRESSETTE**

Approximately 1d
per address charge

In less than 60 seconds you can make your own address cards—cost approximately 1d per card and carbon will give you 200 perfect impressions—sufficient for 6 to 7 years' use for average business. No need to wait days for expensive metal plates. All you do is type or write desired address on "RENA" address slips and slide into plastic frames which are stored in steel cabinet tray provided.

SUPPLIES LIMITED — ENQUIRE TODAY

If you desire early delivery send coupon now for name of your nearest dealers who will gladly demonstrate the Adressette to you.

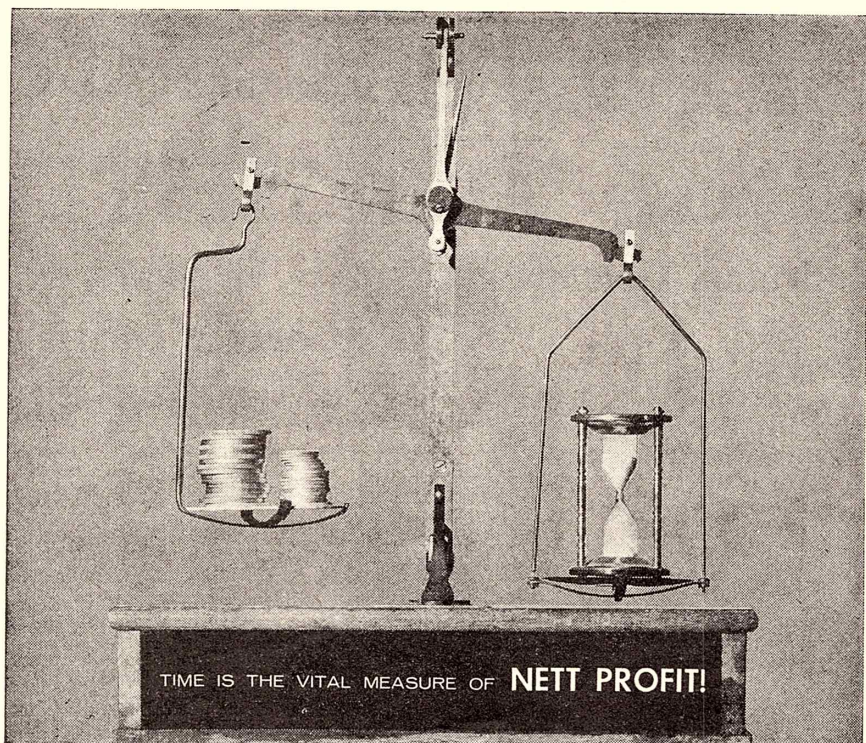
MARVIN (N.Z.) LTD.,
P.O. Box 1435, WELLINGTON.

Send us literature on Rena Adressette and samples of work, also name of nearest dealer where we may see this machine demonstrated.

NAME

ADDRESS

B.B.



Here's the simple truth about the effect of lost time on **NET PROFITS!**

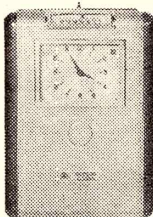
One man wasting 5 minutes a day — "just a drop in the bucket", you say? Then figure it this way: a 'drop' multiplied by your number of staff soon becomes a 'flood' of lost time that is costing you money — and lots of it! Example! A firm with 50 employees and a wage and overhead cost of, say, 14/- an hour, is losing £1,120 a year when each employee wastes just one minute of each stop and start period daily. **This money is not loss of gross profits — but of net profits, as wages and overhead still must be paid.**

Five employees or 55, discover how you can safe-guard profits by the truthful record of employee punctuality with a C.S. Attendance Recorder. No capital outlay. Low weekly rental rates include complete maintenance, free of charge.

Call or write to your nearest Communication Systems Branch today. They will gladly show you how C.S. Attendance Recorders, Job Costers and Synchronised Time can save you money through the control of time.

Simple way to net more!

This is the M-16 Attendance Recorder which provides an accurate record of the day, the time, and whether A.M. or P.M. Regular times print in black. Late arrivals and early departures show in red. Almost entirely eliminates human error and ensures complete accuracy in recording staff time. Times are pre-set to suit any working schedule so that automatic signals are given to the staff at each stop and start period.



Write or call:

HEAD OFFICE: 69-85 Airedale Street, Auckland. Branches at: Wellington, Christchurch, Dunedin and Hamilton. Leaders in Telecommunications and Systems Engineering. TELEPHONE SYSTEMS: TIME CONTROL: PUBLIC ADDRESS: RADIO TELEPHONES: DICTATION MACHINES: TELEPHONE ANSWERING EQUIPMENT. Representing (R) Automatic Telephone & Electric Co. (N.Z.) Ltd. A MEMBER OF THE PLESSEY GROUP OF COMPANIES.



**Communication
Systems (N.Z.) Ltd.**

Better Business

Interesting, Informative
and Amusing Reading for
June, 1963

Vol. 26

No. 273

Cover

Behind the scenes in New Zealand's most popular spectator sport is an industry that is having a powerful influence on racing overseas, and which is earning good money in the drive for exports. Kendrick Howard gives some interesting details of this little-appreciated industry on page 11.

Photo — A. Sayers

Cover and Editorial
blocks in this issue
supplied by

Photo Engravers Ltd.,
Auckland.

AUTHORS and ARTISTS

Articles of up to 1500 words on current New Zealand or Australian topics of a national nature will be considered. Payment is automatically made upon publication.

Raised Eyebrows Department: True accounts of faux pas with an embarrassing or humorous twist, including misprints from newspapers and other magazines (name publication and send actual cutting).

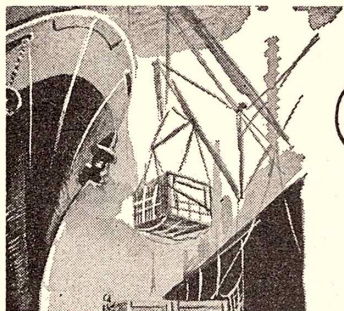
No responsibility can be taken for Mss. Only those accepted can be acknowledged, but if a reply-paid, self-addressed envelope is enclosed, those rejected will be returned instead of destroyed. Address contributions to THE EDITOR, BETTER BUSINESS, BOX 793, AUCKLAND, N.Z.

Current Trends	8
N.Z.s Racing Studs Breed Champions to Order, Kendrick Howard	11
What's New	16
Humour by the Strip, L. T. Sardone	18
Moa Bones	24
Is Our Compulsory Third Party Scheme Unrealistic?	27
Death to the Guinea, Joyce Cole	33
Back-room Boys Spearhead N.Z.'s Export Drive, Douglas Melward	40
Driving a Turbine Car, Jerry Ames	46
Commercial Film Making is Big Business, Harold Rose	51
N.Z. from Odd Angles, S. Truman	59
Science in Our Lives, J. B. Brooke	67
Londoner Looks at Business, Harold Rose	75
A Biblical Trade Mission, Very Rev. C. W. Chandler	85
Laying Down the Law, Barrister	91
The Month	96

ODDS AND ENDS

Big Expansion in U.K. Motor Industry, Oil Remover, Liquid Helium for Space Age, N.Z. Surgeon Leads 10d-a-Week Industrial Health Team, U.K. Robot Training for Tomorrow's Technicians, Air Pollution Measurement.

Better Business is printed, published and distributed by the proprietors, Universal Business Directories Ltd., Kingston St., Auckland, proprietors of Universal Business Directories for New Zealand, and the South Pacific Islands. London Representative: Publishing and Distributing Co. Ltd., 177 Regent Street, London, W.1. Phones: Regent 6534, 6535. Better Business is registered at the C.P.O., Wellington, for transmission by post as a newspaper. This issue is copyright and nothing may be reproduced from it without special permission in writing.



CURRENT TRENDS

Buoyancy Hides Low Productivity

THERE are many signs that our economy has, in recent months, reached a high level of buoyancy. Unemployment is insignificant, overtime seems to be on the increase again and the public is spending freely—as evidenced by the rise in retail turnovers. Although it is too early yet in the season for company reports, there is reason to believe that, on the whole, profits will show advances over a wide front. Export income is up substantially and there seems plenty of money around. Significantly, bank advances to stock and station agents and several other economic groups are down and a surplus of cash has not only made a success of recent loans but has also driven up share prices.

Confidence in the country's future appears to have been restored to a large degree following failure of the negotiations between Britain and the Common Market and the much improved liquid position in most sectors. However, the present buoyancy tends to hide a great defect of our economic life: our growth rate is much lower than that of several other countries for two principal reasons—insufficient investment in productive directions and overall low productivity.

Prominent members of two political parties—the Minister of Finance, Mr Lake, and the president of the Labour Party, Dr Martin Finlay—have, in recent weeks, emphasized the need for an improved productivity rate. Mr Lake pointed out that the rate of productivity growth, at less than two per cent a year, is one of the lowest in the world; the Labour Party president called on New Zealanders to work harder, to reject bad habits such as resistance to shift work and to abandon restrictive trade union practices which tend to prevent the introduction of new techniques.

The comments of both these politicians were more than timely. There has been much talk in recent years about our need to increase exports and build up overseas reserves to cushion the effect of external fluctuations. This has tended to make us forget about the need to increase productivity, one of the keys to our economic well-being.

Farms development is a costly business; modern machines and equipment for our factories require huge sums of money. In a small country it is not easy to raise finance for this and, at the same time,

provide for roads, schools and other amenities. That is why we should make the fullest possible use of our investments in agriculture and industry.

An economist in the New Zealand branch of a concern with factories in most countries estimates that, in some of our industries, productivity is only half of that in some West European countries. This, he believes, is not only due to insufficient use of the production apparatus through small runs and no shift work, but also because of a lower labour performance per worker per hour. By improving the use of the equipment we have and working a bit harder we could put the country's future on a much safer basis.

Japanese Tourists Soon?

THE end of the year could see the first trickle of what might well grow into an incessant stream of Japanese tourists. Whether this will be so probably depends more on us than on the Japanese. The news that the Japanese Government will lift all currency restrictions on holiday travel after September may have very big implications for our tourist trade.

The great social revolution that has taken place in Japan since the last war has created a middle-class group which earns well and eagerly seeks every opportunity to learn more about the world. Many, no doubt, will be able to afford a world tour even though such a trip might be more expensive, in relation to income and local prices, than it might be for us. Others may want to stay nearer home—either through inclination or because their resources are limited. Both categories are potential customers of the New Zealand tourist trade.

The Wellington district manager of the Tourist Department, Mr D. C. Bailey, has been quoted as saying that the Japanese "are breaking their necks to get away." On a visit to Japan some months ago he found that some Japanese were already making payments to travel agencies under a lay-by system. Thousands would travel next year, said Mr Bailey.

Those responsible for tourist propaganda overseas should see to it that we get many of those thousands. And they will have to act quickly, spending liberally if need be. For they can be certain that other countries are just as eager to benefit from the vast potential of Japanese tourism.

Lack of travel facilities could be a handicap. TEAL plans to fly to Tokyo in a few years' time, but we have no direct air link with Japan at present, and passenger accommodation on ships trading between the two countries is limited. However, we could join forces with the Australians. Qantas already has a regular service to Japan and other airlines also provide flights between Sydney and Tokyo. The two countries might offer the Japanese a package deal, either a combined trip by air or cruises by chartered ships, which could include some Pacific islands in their itinerary.

TRODAT

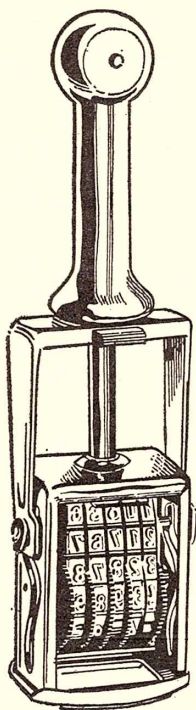


*for fast,
low cost
dating,
pricing,
and numbering*



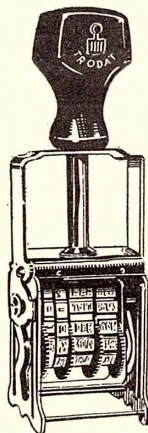
Said the typist to the Manager:
"Your mail sir, if you please,
"Received" with TRODAT Dater
Self-inking, stamped with ease."

Said the Manager to the typist:
"The 'best for less' in every way,
Markers, Daters, Numberers too
TRODAT has it for every day."



TRODAT 45P2 Price
Master Set with re-
placement pads plus
special plastic con-
tainers of ink and
cleaning fluid.

72/- each



TRODAT Self-Inking
Dating Machine No.
4010 and TRODAT
Self-Inking Number-
ing Machine No. 4546

30/- each

TRODAT Daters are available from as little as 3/- each.

Note: TRODAT markers can be used on smooth and non-
absorbent surfaces such as glass, tin, etc.

For name of nearest supplier write to:

Sole N.Z. TRODAT Factory Wholesale Distributors

THE D. J. ROBERTSON COY. LTD.

P.O. BOX 2454, AUCKLAND

TRADE INQUIRIES WELCOMED — COMPLETE PARTS SERVICE



On grassy slopes of both islands . . .



N.Z.'s RACING STUDS BREED CHAMPIONS TO ORDER

Buying a blue-blood at Trentham's National Yearling Sales is always a gamble, but the men who know say you stand a better chance of acquiring a future stakes winner here than the average punter does of picking four in a row at Randwick or Riccarton.

Kendrick Howard

THE New Zealand Government, which likes to keep an eye on everything that can be taxed or exported, calculates that N.Z.-bred horses have brought in almost one million pounds in stakes from Australian racing clubs since 1959. They've also brought home a handsome collection of sideboard knick-knacks including nine Caulfield Cups, eight Brisbane Cups and seven Melbourne Cups over the last ten years.

The stayers from across the Tasman have consistently humbled the pride of the Aussie tracks and racing men there aren't sure that they like it. "We're subsidising the N.Z. racing industry," they say.

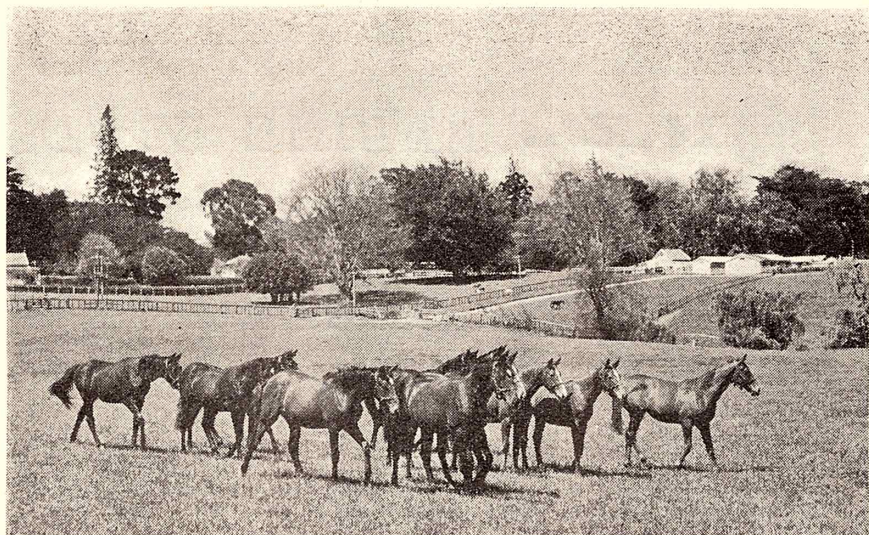
To stop the leakage in Caulfield and Melbourne cups, the Australian council of racehorse trainers wants nominations for these events set back at least two months so

handicappers can get a better indication of the New Zealanders' form.

A Wellington sports publication, adding fuel to the flames, now advertises in Melbourne offering readers up-to-the-minute information on the training progress of all Kiwi horses scheduled for Australian campaigns. "Big Raids By N.Z. Horses Planned Again" is the "scare" headline.

The amazing turf record of N.Z.-bred horses has given tremendous publicity to the thoroughbred industry. Last year 337 thoroughbreds sold to overseas buyers—half of them Australians—and big deals were recorded with other countries.

Woolf Fisher sold champion sire Gabador to Japan, Seton Otway's French-bred sire Marco Polo II went to California, a Texas buyer paid 15,000 guineas for the brilliant three-year-old Rapido. American interests have gladly



Budding champions at home on the 300-acre Trelawney Stud Farm near Cambridge, New Zealand.

shelled out 100,000 dollars on more than one occasion. With buyers from California, Japan, Malaya and the Philippines now bidding for the cream of the crop at the National Yearling Sales, the breeding and selling of blood stock looks like developing into a valuable export trade.

"There is only one major activity in which New Zealand can compete in both price and quality," says no less an authority than Alex P. O'Shea, top spokesman for the farming community, "and that's live stock production. The natural conditions under which all our stock is raised produce hardy animals . . . Nowhere is this better seen than in our thoroughbreds."

Rising Fast sold for a mere 325 guineas as a yearling. Price was right and there was nothing wrong with the quality, either. He won £66,765 in stakes, including the Caulfield-Melbourne Cups double

in 1954. Even Stevens, which repeated the double last year, cost 400 guineas.

Says Glen Tucker, keeper of the N.Z. Studbook: "The horses bred in this country are equal to any in the world."

What gives these horses their superiority on the track? How are they bred? Who are the men behind this flourishing but little-known industry?

Racing men are divided on the first question, most breeders appear never to have given it a thought. Why should they when it's so rarely disputed? "Our horses run faster and stay longer," is how one—with irrefutable logic—sums it up.

Breeders are a close-mouthed group, not given to abstract explanations. They're more likely to take you around to the stables and have a strapper trot out the big bay from the end loose box. You can bet that he comes from

a thoroughbred line extending back at least a century over two continents. His ancestors almost certainly include a couple of English Derby winners and more Ascot Gold Cup, St. Leger and Prix de l'Arc de Triomphe victors than you could saddle on a Sunday morning. Superiority? You can read all about it in the book—the N.Z. Studbook.

Blood stock is concentrated in some 300 stallions and 5000 brood mares stabled in 40 top racing studs and many smaller establishments spread throughout the country. Sires spring mainly from English and French stock, although, recently, American and Italian strains have been imported.

One of the most successful racing studs is Trelawney, Seton Otway's 300-acre spread a few miles out of Cambridge, in the Waikato district. From these rolling green acres have come Melbourne Cup winners Foxzami (1949), McDougall (1959) and the mighty Tulloch which, in a meteoric career, won 36 races and £110,000 in stakes.

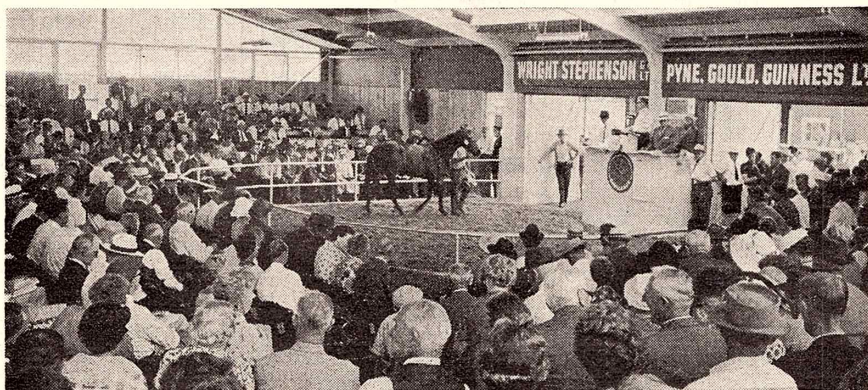
A visiting American breeder remarked that if he could find California's climate and Ken-

tucky's blue-grass in one place he could rear perfect horses. Driving up the tree-lined approach to the Otway stables you feel that Trelawney, with its white-fenced paddocks and lush pastures, must come close to that ideal.

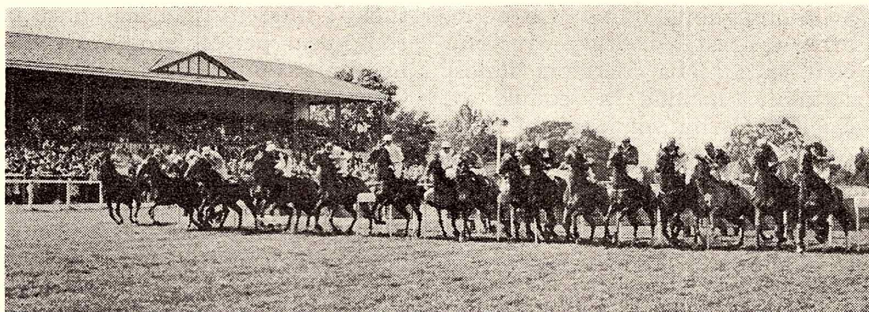
The breeding and raising of thoroughbreds is at times just as big a gamble as the racing of them. The breeder must have a shrewd appreciation of bloodline and be prepared to back his judgment with real money. He uses a simple method of selection based on like begetting like. Since Trelawney specialises in breeding potential classic and cup winners, stallions are selected with this end in view.

"From the days of Gay Shield, through Foxbridge, Nizami, Marco Polo II, down to Alcimedes and Rousseau's Dream," says Otway, "we have concentrated on staying male lines linked with classic female families. In recent years we infused brilliance through Khorasan and Pride of Kildare. You can read our success in the record books."

There are no guarantees in this business and stud farms constantly renew blood stock, though this doesn't mean that their high-priced



Auction ring at the National Yearling Sales.



Start of one of the 2,000-plus races that are run during the 259 days of N.Z. meetings.

selections failed to live up to expectations. Sometimes they've proved so promising that breeders in other countries offer fabulous sums and snap them up. Otway sold Tulloch's sire Khorassan to American interests for 100,000 dollars but it was the English sire, Foxbridge, who gave Otway his greatest years.

Imported to New Zealand as a five-year-old, he topped the sires' winning list for 11 consecutive seasons and his progeny went on to win £825,000, a U.K. and European record.

Trelawney's fortunes now centre on two high-priced English imports. Studgroom Sid Marsh swings wide the door on the loose box and strapper Norm Saunders whips the rug off Alcimedes, a brown stallion specially selected for his close resemblance to Foxbridge. Next door is Rousseau's Dream, a seven-year-old brown horse bought at the Newmarket (U.K.) sales for £9,000. A lot of money, but it's pedigree you pay for and this fellow's antecedents are spread over pages of the stud book. He is half-brother to 1962 English Derby winner Larkspur. His sire, Tulyar, a proved stayer with an unbeaten record as

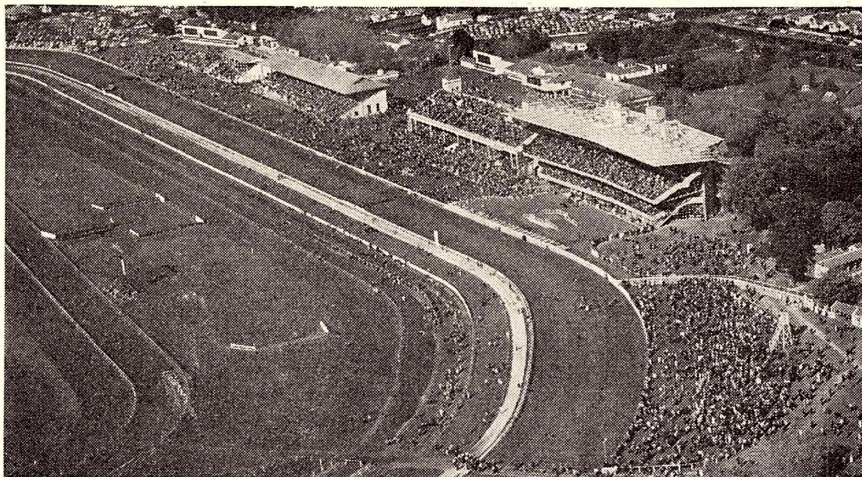
a three-year-old in the U.K., also won a Derby and £76,000 in stakes. He was so highly regarded that the Irish National Stud paid a record £250,000 for him, a price later topped by an American syndicate.

Rousseau's Dream is the first son of this wonderful stayer to come to New Zealand; they have high hopes for him at Trelawney.

Marsh, a sprightly 68, knows the blood stock business from the inside. As Otway's head groom for 28 years, Marsh has welcomed a new batch of yearlings each year. He organises their feed, beds them down, sits up with them when they're sick. Sometimes he assists Doc. Blakely bring them into the world. The veterinary surgeon visits Trelawney every week. From the moment these youngsters check in it's VIP treatment and don't spare the expense.

In the pre-dawn light one day next January, he'll walk a new crop of colts and fillies up the ramps into waiting floats and the cavalcade will wheel off on the long, 13-hour haul to Trentham and the National Yearling Sales.

The sales are the culmination of the breeder's year, the pay off for the long hours of care and atten-



—Whites Aviation Photo.

Ellerslie racecourse, Auckland, with the new, luxuriously appointed members' stand on the right.

tion devoted to the stock, although they do not always vindicate his judgment. Selling a blue blood is as much a gamble for the breeder as for the buyer. The price a horse brings can depend on a host of intangibles, the mood of the buyers, the time of the day and, of course, the pedigree. Otway saw Tulloch knocked down for a mere 750 guineas. In 1961, when he returned with Tulloch's sister, the bidding took off like a rocket. The filly brought £7,000 — highest price ever paid at the National Sales.

Buying at this three-day event is dominated by Australians who consistently skim the cream off the offerings. Victorian blood stock agent Stan Shannon is a veteran of 23 buying forays across the Tasman. Sydney trainer Tommy Smith, who bought a £25,000 string at the 1963 sales, has been over 20 times.

Despite the publicity given to the big-time cup winners, the inroads that New Zealand horses have made into Australian racing at other levels is not generally appreciated. In the 1960-61 season, for instance, 367 N.Z.-bred horses rolled up a staggering total of 756 outright wins, between them earned £475,532 in stakes . . . *and no less than 83 per cent of these horses had been purchased at the National Sales.*

The sales were inaugurated in 1927 by Wright, Stephenson and Pyne, Gould, Guinness Ltd. who, today, are the joint organisers.

Says W. L. Patterson, chief auctioneer for Wright, Stephenson and Co. Ltd., "By the most dependable measure—actual racing performances—it can be fairly claimed that horses purchased as yearlings have proved the National Sales as one of the world's best buying markets."

WHAT'S NEW?

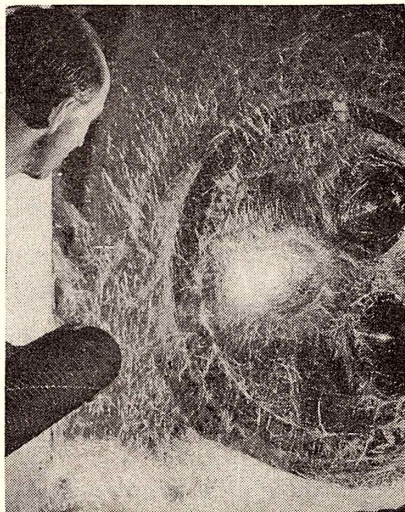
● For information regarding any item, write to the Editor and the name of the supplier or distributor will be given.

Safety Ahead

An early stage in the production of a new British industrial safety helmet, the "Tufid," is the spraying of glass fibre particles on to three perforated helmet shapes rotating on a turntable and subjected to suction by a large fan unit. After treatment with a binder solution the shapes produced are used as a base for the plastic from which the finished helmet is moulded. The "Tufid" was among the exhibits seen by delegates from all parts of the world to an Industrial Safety Conference in London, recently.

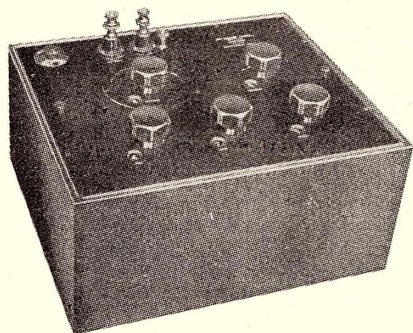
"Tufid," designed to be light and comfortable to wear, still gives full protection for construction workers and similar users. The helmet itself is moulded from polyester resin and glass fibre, fixed to an adjustable harness fitted with nylon studs which pass through the outer casing.

One life has already been saved by the new helmet. Tommy Best, a Liverpool building worker, suffered a "slightly sore neck for a couple of days" when a brick fell on his head from the sixth floor of a block of flats.



How Accurate is Accurate?

A world famous manufacturer of electrical measuring instruments which are recognised as Standards has solved a new problem arising from our increasingly subtle technology.



Now that Digital Voltmeters with a rated accuracy of the order of 0.01% are commercially available, and with the possibility of Zener Diodes being used as an accurate and stable Reference Voltage Standard, the need has arisen to check the calibration of these devices by potentiometric measurements.

The most accurate potentiometers have a self-contained range of less than two volts, so use must be made of some form of potential divider.

The usual accuracy of such instruments is 0.02%, but this compares most unfavourably with that of the

potentiometers. To meet the need a voltage ratio box of 0.002% was developed, comparable to that of the main potentiometer.

With the Sullivan type 2100 Precision Potential Divider, an accurate one volt output is obtained for input voltages of 1, 2, 5, 10, 20, 50, 100, 200, 500 or 1,000 volts.

The works are immersed in an oil filled, sealed metal tank, and the terminal leads are shrouded to avoid errors due to thermo-electric voltages when handled. Two thermometers are fitted.

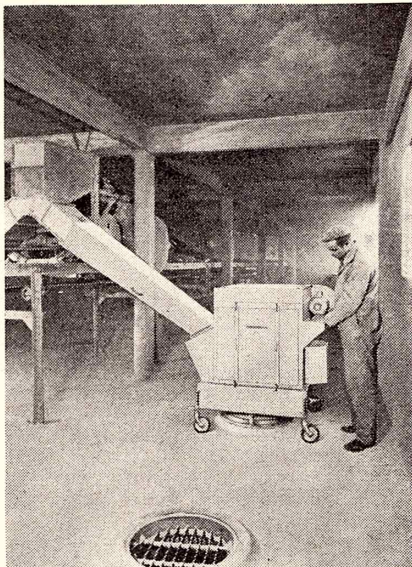
The illustration shows an ordinary 0.01% standard from the same maker. And the price—well, plenty.

Portable Dust Control Unit

As acceptable factory standards of health rise, so problems encountered in meeting these new standards in old factories increase. Dust control in many industries is a permanent source of anxiety and the allocation of suitable space to accommodate new Process Dust Control Equipment is often a very difficult matter.

A typical problem arose at a flour mill in England, where 37 silos are charged with grain through open man-holes. Control of the dust nuisance during the operation of charging at any one of these points would have involved considerable modification and capital cost had it been approached on an orthodox basis. Portable dust control equipment was developed to serve the particular silo being charged, since one only is charged at any given time, rather than permanent equipment at each man-hole.

The Dallow Lambert UNIMASTER UMA standard Venting Filter Unit was modified to meet this situation. The unit is portable, has a maximum overall height of just under four feet, and contains a standard UNIMASTER filter component giving 150 sq. ft. of fabric filter medium. This is located over a modification of the standard bin sealing gear. The unit is wheeled over to the man-hole to be charged, and the self-sealing gear lowered to form an airtight seal. The product is then discharged, in this instance from a conveyor system, through the chute connected to the unit into the man-hole, with the filter unit controlling the dust arising from the man-hole and conveyor plough-off point.



New English Tape Recorder

A new tape recorder, in which the head block can be reversed by the user at will, to take Anglo-American standard tape, wound with the oxide surface on the inside or European standard tape with the oxide surface on the outside, is now in production by EMI Electronics Ltd.

Designed to suit world markets, the 11½" diameter European spools, in addition to all other types and sizes, can be used.

Principally for use in broadcasting and recording studios, the type 311 has a highly accurate tape transport system which will also make it attractive to industrial users in the data processing field. It will be available in ¼" and ½" tape versions with multiple tracks.

Plastic Containers for the Transmission of Refrigerated Cargoes

The plastics department of a Dutch engineering works has brought out plastic containers for the transportation of refrigerated cargoes. One model, a container, 22 ft long, 8 ft wide and 7 ft 9 in high is built from six prefabricated sections, the floor, two side walls, front and rear walls and the roof.

The 4 in. walls are made up of two reinforced polyester sheets with insulation material in between. The insulation between the two wall-plates consists amongst other things of polyurethane cells filled with freon, a gas which has a higher insulation coefficient than air. After it has expanded throughout the available space, the foam adheres securely to the plates, thus forming a compact wall. The insulation coefficient of the container as a whole is 0.2.

*It's a smile a day
as our Press gives us . . .*

HUMOUR

by the

STRIP



Nearly three score years and ten have passed since the daily comic strip made its debut in the mid-nineties. A few facts concerning its origin and growth over the years may be of interest to those who include a little humour with their daily reading.

L. T. Sardone

TAKE any group of people and ask them which daily newspaper feature they prefer. Undoubtedly you'll get a variety of answers, but a majority certainly will answer, "Why, the comic strip, of course!"

There are a great many who wouldn't miss the daily doings of *Blondie*, *Joe Palooka*, *Li'l Abner*, *The Potts*, *Wally and the Major*, and *Bluey and Curley*. They would even let the rest of the paper go by. On the other hand, there are some who will never rate the comic strip worth a scant glance.

Whether this is to either group's credit or not is a matter for the sociologist or psychologist — certainly not within the scope of this article. The fact, remains, however,

that because a little humour can be appreciated by all of us, newspaper editors everywhere seek to advance readership by pictorial humour and adventure. Hence the continued appearance of the comic and adventure strip in most of our papers.

The comic strip as we know it today is, broadly speaking, a series of boxes or panels telling one story at a time, sometimes in a day, sometimes over a month. For purposes of that story the panels are peopled with one cast that appears regularly. With occasional exceptions the strips have their dialogue or text in "balloons," or as a narrative.

The more sophisticated strips are done by artists who are able to convey meaning by pictures only, as instanced by *Jolita's*

SUPERMAN

WAYNE BORING



Little Eve, Carl Anderson's Henry, Rouson's Boy and Girl, and several others.

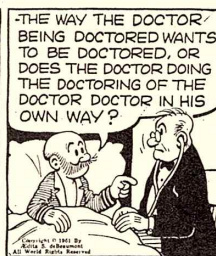
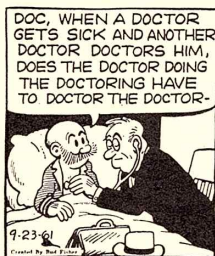
As to the comic strip's origin, it would appear that this art form

was gradual in growth and something not suddenly discovered.

Since 1760 artists have been illustrating papers with cartoons, particularly of a political nature.

MUTT AND JEFF — IS THERE A DOCTOR IN THE HOUSE?

Created by BUD FISHER



At first there were editorial cartoons but they were followed by sports cartoons, and then humorous cartoons from which our comic strips evolved.

By the 1890s the *Yellow Kid* and the *Katzenjammer Kids* were appearing regularly in U.S. papers. The Kids lived on throughout the years—Hans, Fritz, Mama, de Captain and der Inspector have outlived wars and depressions, complicated litigation, and abrupt permanent changes in the U.S. way of life.

Incidentally "Katzenjammer," literally the yowling of cats, is German slang for hangover. The Kids produced humour of the aggressor type, product of the pen of a young artist, Rudolf Dirks.

Dirks is important in the field of comics. He originated what has been one of the most long-lived and popular of strips; he continued a set cast of characters; he used the sequence of panels consistently, rather than the single large drawing, and he stabilized the use of balloons for speech.

It would take pages to mention, let alone describe, the spate of comic characters and their creators which followed, but a survey reveals that by 1960 no less than 450 comic and adventure strips had been published in U.S. papers since The Kids first appeared, in the New York American, in 1898.

Which of these has become the most popular? This is difficult to answer, but among the tops should be included *Popeye*, *Superman*, *Li'l Abner*, *Joe Palooka* and *Blondie* — sometimes titled *Dagwood*.

Popeye, that one-eyed sailor of unlimited strength, shocking grammar and a blend of fantasy and action, retains the honour of the only comic strip character to whom a monument has been erected. It can be found in Crystal City, Texas, in the heart of the spinach growing region. Did he not free children of an almost inborn dislike of that vegetable?

When Mussolini at one time banned all comic strips in Italy, public opinion forced him to make

LITTLE EVE

By Jolita



an exception of Popeye. Later the old swab was central figure in U.S. Navy recruiting posters and, at one time, he appeared in over 600 newspapers.

Popeye was created by Elzie C. Segar in January 1919. Several artists have carried on since his death in 1938; present text and drawings being executed by Ralph Stein and Bud Sagendorf.

The strip has lost none of its vitality and fantasy in their hands, and one more generation will grow up around Popeye; one of the funniest, ugliest and least grammatical of all fictional heroes.

Superman was created by Jerry Siegal for continuity, and Joe Shuster for drawing and they had to wait five years before success came. The objection was that their character was too fantastic and bore no relation to real life.

The strip was syndicated in 1939; in 1940 Superman was a radio programme and by 1942 contracts had been signed to produce him in animated cartoons. Superman became the ideal outlet for youth's unruly instincts and a force for good in a world of evil.

He has persisted successfully into the 60's as a hero in comics and on Tv. With trick photography now a fine art his deeds are as spectacular as they ever were, and his popularity as high.

Li'l Abner appeared in 1934. One story has it that he was triggered by reminiscences of a walking trip through Kentucky; another, that hillbilly music on the radio brought him to life. There is truth in both versions.

His creator is Al Capp whom he resembles physically and the strip, with its Shmoo, Kigmy and other characters of a mocking burlesque

nature, has provided humour and aroused indignation and ire year after year.

Capp, (who does continuity for other strips), is a good writer, a public speaker and critic of public affairs. Some may remember the film made around his strip a few years back.

Joe Palooka, product of the late Ham Fisher, first appeared in the 30's. His appeal as a comics hero is not that he is simple, naive, anti-intellectual or basically rural, but that he is a personification of the ideals of a big majority. Joe Palooka, hero of millions, is Sir Galahad in boxing trunks or a tweed jacket and bow tie.

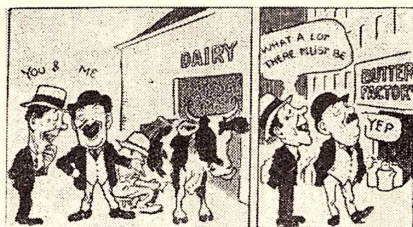
Fisher himself committed suicide in 1956, and the strip has been carried on with little change in style or matter by Moe Leff. Fisher was a complicated man, difficult to fathom, yet he created a character of simple innocence.

Blondie—or Dagwood—is a strip with an international public, running in more than 1,200 newspapers all over the world. This product of Murat (Chic) Young has a continuity that is one of environment and not of plot. For more than 30 years Young has been at the top, supplying a new gag for every day of the week.

There was a popular series of Blondie motion pictures, there has been a Blondie Tv. series and the Bumsteads were on radio for many years. And who hasn't, at some time or other, eaten a Dagwood sandwich?

Dagwood's defeats run about six-to-one over his small victories. He has even been known to triumph over his Mr Dithers—probably the most harassed and grumpiest boss in the country. But

he forever loses to either the travelling salesman or some other character. Dagwood, devoted father and husband and a martyr to Momism, is loved by all.



First Australian . . .

Before leaving the American comic strip, something should be said about a strip, not in the comics tradition, but rather in that of book illustration. It is *Prince Valiant*, drawn and told by Harold R. Foster. There have been single panels in *Prince Valiant* which must take longer to draw than entire strips of other cartoons.

Like *Tarzan* and *Flash Gordon*, *Prince Valiant* uses no balloons, but a printed narrative with quoted dialogue. This allows Foster to use his whole panel—to compose carefully and to create amazing effects. Val is a Norseman, a Viking prince, and inevitably Foster uses vast seascapes, long reaches of shoreline and distant views of assembled fleets.

Day after day, week after week, for many years, Foster has drawn these characters and their world with great fidelity, spending more hours at the drawing board than anyone else in the profession. Told in excellent English, *Prince Valiant* is a superb example of strip art at its best; beautiful to look at, exciting to read and educational in its ultimate effect.

We must, of course, include *Mickey Mouse*, *Donald Duck*,

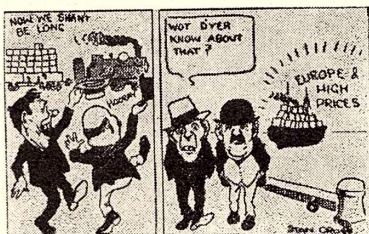
Pluto and the rest of the gang. Five daily black and white Walt Disney features and five Sunday colour pages appear weekly in over 1,000 of the world's leading newspapers, with a combined circulation of 146,000,000 weekly.

Australia's first comic strip appeared in *Smith's Weekly* on August 7, 1920. Created by artist Stan Cross it was *You and Me*—two men in the street giving current commentaries on politics and daily events.



. . . drawn . . .

Later it became *Pott and Whalesteeth*, introduced Maggie Pott, and pictured the ups and downs of the Pott family until 1940. Jim Russell took over and for the past 23 years, has maintained the strip in the same amusing style for seven days a week, to make it the oldest comic strip in the Commonwealth.

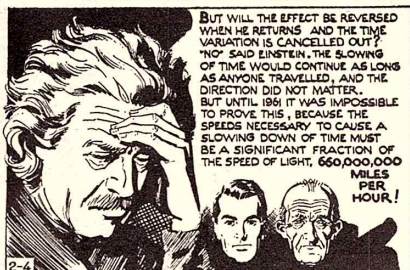


. . . comic strip.

There are now more than 10 indigenous comic strips in Australia, all of very fair standard. They are marketed wherever

FRONTIERS OF SCIENCE

This week: RELATIVITY — Part 4



buyers can be found. Besides appearing in Australia they are published in New Zealand, Great Britain, India, France, Norway, South Africa and South America.

Perhaps the most outstanding is *Frontiers of Science*, first published by a leading Sydney daily in September 1961. Wholly produced in Australia, *Frontiers of Science* pioneered the succinct explanation of complicated scientific principles. As well as being featured by papers in all Australian and New Zealand capitals, the strip is the only Australian one to appear in no less than 75 newspapers in the U.S. Additionally, the strip is published in Great Britain, France, Israel, Hong Kong and Barbados.

British and American publishers have agreed to reproduce the story-strips in pocket-book form, which will give the series worldwide circulation. Their appeal is particularly to children of school age, though adults find them most informative.

Full panel illustrations with narrative are used. The illustra-

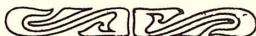
tions and text are checked by a professor of theoretical physics at Sydney University before publication.

Strips are a special syndication problem, for they are as highly regarded as circulation builders in Australasia as they are in the United States and elsewhere.

The paucity of first-rate comic and adventure strips of Australian origin is a matter of concern.

Many journalists, aware of the cartooning talent in Australia, are concerned at the unwillingness of publishers to foster and encourage it in preference to syndication from overseas.

That is one problem. There are many others—the constant search for fresh approach; new gags; authentic characters, dress and backgrounds; different angles and correct composition and draughtsmanship are but a few. As long as the reader's interest is maintained; as long as he smiles, smirks or laughs outright and demands more, the strip creator will feel he has earned some reward and a great deal of satisfaction.



MOA BONES *a* Motley Menu

Calling the Kettle Black! . . .

Halfway through the morning's work, our office girl came to me in a state of righteous indignation.

"Isn't it scandalous how some people loaf?" she demanded. "For over half an hour, I've been at the window watching that gang of workmen out in the street and they simply haven't done a tap of work in all that time." —Faulty.

Any Difference? . . .

Strange woman on the tram remarked to me:

"Don't you think it shameful the way all the men around this district mow their front lawns on Sundays? I call it a desecration of the Sabbath. I'm happy to say that my husband is different. He mows his back lawn on Sundays." —Jinx.

Shooting Won't Help . . .

A farmer brought a young fellow to the town doctor.

"Doc, fix up my son-in-law," said the old man. "I shot him in the leg yesterday and lamed him."

"Shame on you shooting your own son-in-law."

"He wasn't my son-in-law when I shot him."

—Pop.

One Toot and You're Oot . . .

Hubby and I were sitting behind a palm on an hotel verandah one night when a young man and girl came and sat on a seat near us.

Hidden behind the palm I whispered to my husband, "John, he doesn't know we're here and he's going to propose. Whistle to warn him."

"What for?" said hubby, "Nobody whistled to warn me!" —Brute.

You Can't Believe All You See . . .

The new bride was showing a friend her garden — the first she had ever planted. Pointing to seven small green clusters in the middle of the plot, the friend asked what they were. She was told they were radishes.

"That's strange," said the friend, "most gardeners plant them in rows."

"They do?" said the bride in a puzzled tone. "They always come in bunches at the store." —I.T.

The Mower the Merrier . . .

Continued wet weather had caused my lawn to get out of hand. I contemplated with dismay the day when the ground again became firm enough to enable me to tackle the grass. Not so a local widow. "I'll get by," she laughed. Later, she displayed to me a lawn perfectly mowed.

"It was all very simple," she explained. "I divided the lawn into six equal parts. Then I rang up six motor mower firms and asked for free demonstrations. Between them they mowed the lawn for me and did such good jobs that I felt really sorry when I had to tell them that I had changed my mind about buying a mower." —Arty.

To the contributors of each accepted item of Moa Bones from 2/6 to 10/- is paid on publication.

of Illustrative Anecdote

Curing a Cold Can be a Rum Affair . . .

Visiting my neighbour, I noticed that her husband was suffering from a bad cold. Every half hour or so he would go to the medicine cabinet and down a liberal dose of cough mixture with every sign of relish, growing more cheerful with each dose.

"What a good patient your husband is," I remarked. "Why, he even likes his medicine."

"Why shouldn't he?" my neighbour countered sourly, "whenever he gets a cold, he buys a bottle of rum, decants it into an empty medicine bottle and drinks it from that. He thinks it looks better that way, particularly when we have visitors."

—Asterisk.

An Age-Old Cure . . .

"How did the doctor manage to cure your wife's nerves?" asked a friend of Tom's.

"Oh, quite simple. He told her that nerves were a sure sign of age."

—Nervy.

The Maid-of-all-Work . . .

The mother of two grown-up sons suspected that one of them was getting too friendly with the maid. Anxious to find out for certain which one it was, she said to the girl:

"Mary, suppose you had the chance of going to the theatre with one of my sons, which one would you choose?"

"Well," replied Mary, "it's difficult to say. I've enjoyed myself with both of them, but for a really good time, of course, give me the master."—Choosy.

A Metallurgical Problem . . .

Two returning revellers reached the first home after the banquet. As one of them fumbled to open the door, his friend cried, "You'll never open it that way, you're holding a cigar butt."

He looked at it with astonishment. "Whaddaya know? I musta smoked my key!"

—Meg.

Delayed Apprehension . . .

The elderly spinster quietly crept to her telephone, rang the police station, whispered: "I can see a man creeping through my bedroom window! Will you send a constable first thing in the morning?"

—Beaumaris.

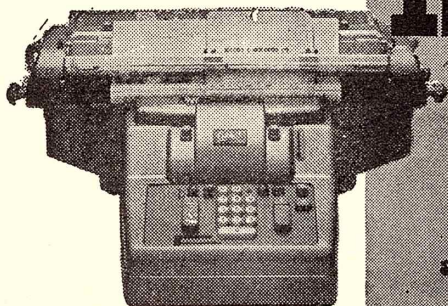
The Depths of a Slump . . .

The shopkeeper was really down in the dumps.

"How are things?" he was asked.

"Pretty crook," was the reply. "Even the people who never pay me aren't buying anything!"

—Dumps.



RENT IT

and save
capital outlay

ADDO-X

(Or Buy Outright or On
Hire Purchase Terms)

**ACCOUNTING MACHINES cost so little to rent — yet
DO SO MUCH!**

Many items of Office Equipment are, today, available on a low weekly rental basis that is DEDUCTIBLE FOR TAXATION.

This includes Electric Typewriters and Accounting and Data Processing Equipment.

Get in touch with us — it would be well worth while.

Addo-X is but one of the office equipment items you can rent from Beechey & Underwood:

1. Four-sided programme bar giving different posting applications with split second changes with carriage in any position.
2. Power driven carriage in BOTH directions with selective tabulation.
3. Typewriter keyboard as optional feature.

BEECHEY & UNDERWOOD LTD.



Auckland: 43-45 Fort St., Box 1087. Whangarei: 22 James St., Box 311. Hamilton: Nolan's Building, Hood St., Box 532. Tauranga: Cameron Rd., Box 313. New Plymouth: 56 Currie St., Box 115. Palmerston North: 79 King St., Box 346. Wellington: Patrick's Building, Cnr. Cuba and Vivian Sts., Box 6139. Christchurch: 132 Manchester St., Box 1319. Dunedin: 2 Dowling St., Box 879

Many people are asking . . .

Is our compulsory Third-Party Scheme Unrealistic?



The intricacies of third party insurance are explained, showing that sometimes the third party is the unlucky party who has no redress.

Malcolm Streit

EARLY evening on a dark winter's night, the roads glistening like a wet mackintosh . . . but it could happen any time. It could have happened to you.

Arthur Prescott, driving his new car, had slowed when the tram stopped, eye-witnesses told patrolmen, but then had pulled out and, accelerating quickly, attempted to sneak past. A middle-aged woman crossing the road suddenly appeared around the front of the tram, right in the path of the oncoming car. For a moment she stood, transfixed in the glare of the headlights. A squeal of brakes, a thud and the car, careening crazily, mounted the footpath and crashed head-on into a lamp standard.

The driver sat, white and dazed, too shocked to move. "When I asked him for his licence," a traffic officer said later, "he handed me

his insurance policy and would you believe it—he'd taken it out that same afternoon."

Prescott had, in fact, bought the car only a few hours previously. He'd driven out of the garage, number plates attached, compulsory third-party insurance policy neatly folded in the glovebox, secure in the knowledge that if he had an accident it wouldn't cost him a penny. It didn't cost the victim anything either—except a couple of weeks of pain and inconvenience in the Public Hospital.

The motor world, already beset by a grim road toll, is torn by a clash of interests that threatens to boil over into one of the most confused issues of the decade—compulsory third-party insurance.

On a clear day, above the wail of hurrying ambulances, can be heard exasperated insurance men demanding more drastic penalties for drivers flaunting traffic regulations, and bedevilled motorists complaining of the increase in premiums. Insurers believe that

compulsory third party insurance has contributed to the mounting road toll which, in turn, has boosted premiums.

With over 3,200,000 vehicles jamming the roads in Australia and now one million in New Zealand, third-party insurance affects everyone, whether car owner or not. Yet many motorists have only a vague understanding of what is meant by this form of insurance. Some think it covers them against damage to other vehicles. (They confuse it with the comprehensive motor vehicle policy.) Others think it protects them against claims by their own passengers. (They require passenger-risk cover.) And many smugly believe that, irrespective of who is to blame, the insurance company always pays. They could be due for an expensive surprise.

Legal Intricacies

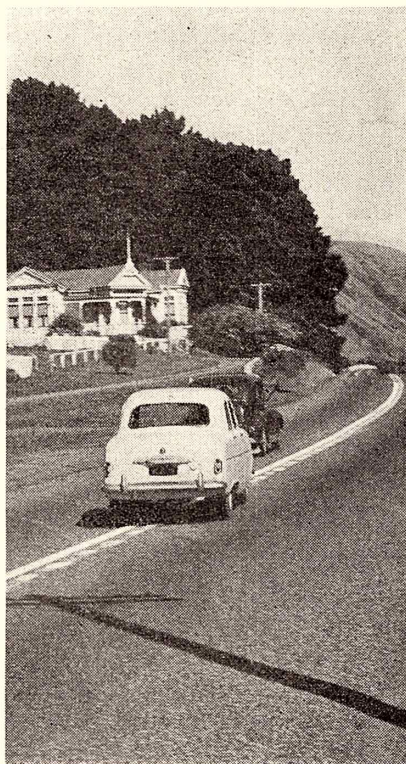
Who is the "third" party? What does this term imply? In Australia and New Zealand a vehicle owner is required by law to insure himself against his liability to pay damages in respect of any person whom his vehicle may accidentally kill or injure. The wording is a lot more complicated, of course, and there are some fine distinctions in the subclauses, but don't let's get too technical.

Under this compulsory arrangement three parties are involved. The party of the first part is you, the vehicle owner. You pay the premium and nominate the company with whom you wish to insure. The company becomes the party of the second part. The party of the third part—the *third party*—is the potential claimant. This insurance is designed to pro-

tect the interests of all three parties and, from here on, the legal intricacies fall thick and fast.

First, it must be substantiated that a liability does exist. The onus is on the third party to prove this. That a person has suffered severe injuries through being knocked down does not, in itself, entitle him to compensation. It must be proved that the driver was to blame for the injuries.

The defendant's lawyers are going to examine the injured person's part in the accident. In the case above, was her conduct in any way a contributory factor? And counsel for the insurance company are going to make quite sure that it was an accident and



Driving like this causes . . .



... dying like this.

nothing more. Not only must the defendant's liability be established, but it must be shown that the victim's injuries were sustained accidentally. Under certain conditions, insurance firms are within their rights in refusing to indemnify policy holders.

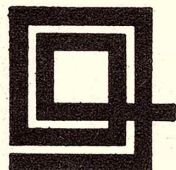
The following New Zealand incident is an example. A cyclist, nearly skittled by a car at an intersection, gave voice to his feelings and told the driver in no uncertain terms just what he thought of him. The motorist promptly turned about and gave chase. Overtaking the cyclist he cut sharply in front then braked hard. The rider slammed into the luggage rack and fractured an ankle.

When he sued for damages, the insurance company refused to

indemnify its policy holder on the grounds that the injury was not received in an accident but was inflicted deliberately. This put the policy holder in his place but it also made things tough on the third party, as the motorist could not meet the claim in full. In this instance the company contributed the balance of the judgment, thus ensuring that the victim was fully compensated.

Insurers also aid victims of hit-and-run accidents. In cases where the defendant is a nameless Mr X, and the Court has no way of determining whose policy he holds, all companies contribute to the damages awarded in proportion to the amounts received in third-party premiums for that particular year. Under this arrangement com-

**THINKING
ELECTRIC ?**



**JUST
WATCH YOUR
TYPIST
TYPE ON HER
MANUAL
TYPEWRITER . . .
THEN SEE
HOW MUCH
TIME AND EFFORT
COULD BE
SAVED!**

The Olivetti Electric
AUTOMATICALLY backspaces,
carriage returns, underlines, etc.
Saves you money in time and
effort previously wasted. Trial
type today!

British Typewriters Limited

ALL MAIN CENTRES THROUGHOUT
NEW ZEALAND

PRICED FROM
UNDER £200 !

WRITE FOR

FREE 8 PAGE FOLDER ! P.O. BOX 1940, AUCKLAND

pensation goes out to many unfortunate men and women who would otherwise be denied redress.

Excluded Claims

As a measure of protection for the insurer, certain classes of claim are excluded from indemnity. Claims made in respect of the death or injury of a close relative or an employee of the vehicle owner are not covered. This also applies to passengers carried free in taxis or buses. If you want protection against this type of claim you can take out passenger-risk cover, although anyone in doubt about this type of cover should discuss it with his insurer.

Right of recovery is also granted under the law. Insurance firms have the right to seek recovery from persons who, at the time of the accident, are unlicensed, driving the vehicle without the owner's permission, or are convicted on a charge of drunken driving.

The law thus works on three fronts. It provides compensation for the third party, at the same time protecting the motorist from bankruptcy or near ruin. It also guards the rights of the insurer against possible collusion by other parties. This, theoretically, is what it is designed to do, although in actual practice it doesn't always work out.

The tremendous increase in the number of vehicles and the mounting road toll have thrown a heavy burden on insurance companies and shown up serious weaknesses in this scheme.

Unrealistic?

Since the late 1940s, insurance firms in Australia have shown sub-

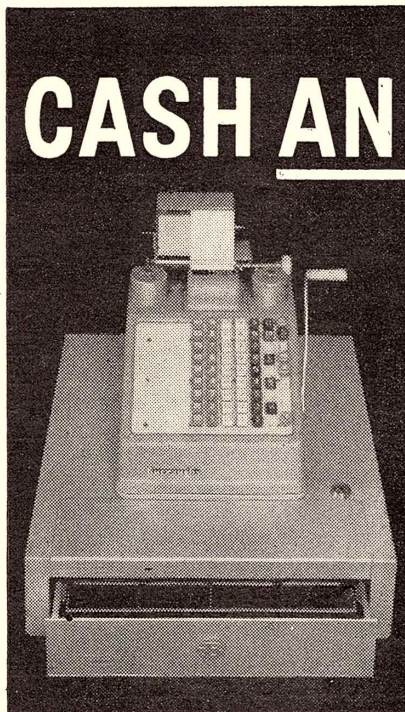
stantial losses. In 1960-61, for instance, insurers received £2,263,000 across the counter in premiums, paid out £3,916,000 in claims. Higher premiums, due to a tougher policy with accident repeaters in some States brought a small profit last year, but C.T.P. business is still precarious.

The shocking road safety record no doubt has a lot to do with it. If the automobile has given communities a new way of life, it has given them also a new weapon which, in the hands of the irresponsible or the negligent, is as lethal as a .45 automatic. Last year 2,491 died on the roads and 58,524 were injured. Australia has a fatality rate of 8.59 per 10,000 vehicles compared with New Zealand's five.

With third-party showing the heaviest loss ratio of all forms of insurance, some Australian companies have relinquished this field. Critics in the motor world charge insurance men with attempting to evade responsibilities, saying that, because the law of averages is going against them, they want to call the whole deal off. Insurers insist they are not complaining because of the law of averages, but because of the factors influencing the law.

"Of all the ways there are to ensure that traffic victims may be recompensed, Australia and New Zealand's are the most unrealistic," declares an insurance spokesman. "Motorists, who are compelled by law to insure, are under no compulsion to improve their driving or to consider others on the road. They are, in fact, insured against bad driving habits and negligence."

CASH AND CARRY



Burroughs Cash Register/Adding Machine prepares monthly statements or bank deposit slips. Customers are pleased with neatly itemized bills.



Comes away in your hands! At the end of the day, lift the machine off the cash drawer and you have a Burroughs precision adding machine.

An extra "assistant" for as little as £85-10-0

TERMS AVAILABLE

Your extra assistant not only registers your takings, but can be used as an adding/listing machine for that end-of-day bookwork.

In one compact unit is a two-purpose machine. Your cash register becomes an adding machine in seconds. Just lift the machine from the lockable cash drawer and the checking of invoices is

simplicity itself.

Burroughs also make a comprehensive range of fully systemized dual-purpose cash registers with prices starting as low as £106. Ask your nearest Burroughs office or local dealer.

All Burroughs machines can easily be converted to decimal currency.

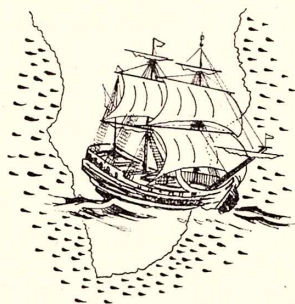
Call the Burroughs man



Listed in your phone book
or write to:

BURROUGHS LTD.,
P.O. Box 354, LOWER HUTT.

Decimal coinage could mean . . .



DEATH to the GUINEA

Although the last guinea coin was minted 150 years ago a cheque can still be written for guineas. Will they survive the deadly decimal?

Joyce Cole

THE introduction of decimal currency may be the end of our old familiar pounds, shillings and pence, but, surely, it must cause the death of the guinea. Although the last guinea coin was minted fully 150 years ago, we still hear the salesman's triumphant cry, ". . . and the cost is only 99 guineas, Madam!" We all know it's really £103-19-0, but that magic 99 *will* register uppermost with some potential customers, as he intends. Gone are the days when 99 separate golden pieces could be counted out in payment to a merchant for his goods.

On the first of these coins, issued exactly 300 years ago, *Carolus II Dei Gratia* are the words around the head of Charles II. A tiny elephant, the badge of the Royal African Company who supplied the gold, can also be seen on the front. On the reverse are four shields with coats of arms of England, Scotland, Ireland and France, the date, and the inscription

"*REX. MAG. BR. FRA. ET HIB.*" (King of Great Britain, France and Ireland). This guinea was one of the first coins to be produced by machinery in the Mint. Before that time the metal was hammered by hand and engraved dies then stamped on it.

Gold is where you find it—in this case, on the west coast of Africa. Trading companies, following up the Portuguese explorations, were braving the unhealthy climate to export gold dust and other products from bases along the Guinea Coast, hence the coin's name. This spelling possibly came from the Portuguese form of Ginnie, a town in the Niger district, but it could have been derived from "Ghana."

The lure of gold has always been a magnetic one. Tales of piracy on the high seas, of gold doubloons, pieces of eight, moidores, Spanish galleons, the Rio Grande—what exploits the names conjure up! Guineas have their own special link with these adventures.

During Britain's wars with Spain in the 18th century many

attempts were made to lay hands on her trade with South America by capturing her ships with their cargoes of doubloons and silver. In 1744, Lord Anson, in the course of a voyage which took him right round the globe, captured a Spanish galleon and returned home with a haul of "1,313,843 pieces-of-eight and 35,682 ounces of virgin silver." Guineas were minted from some of the gold and carry the inscription "LIMA," denoting their Peruvian origin.

During George III's reign, a guinea with a spade shaped shield on the reverse was issued in 1798. Known as the "spade guinea" since that time, it gave rise to brass imitations which were used in card games and which bore such inscriptions as "In memory of the good old days."

Other values were minted during the 150 years between 1663 and 1813 — quarter-guineas, third-guineas, half-guineas and two-guinea pieces. There was even a five-guinea piece, the most valuable British coin ever issued.

Guineas were amongst the varied coins used in New South Wales in the early days of the colony. In

an effort to keep the coin in the country and combat the shortage of currency, Governor King issued an edict in 1800 stating that guineas were to circulate at a value of £1-2-0 each.

The "spade" guineas of 1798 were almost the last to be struck by the Mint in England. During the Napoleonic Wars, Britain found it more and more difficult to import gold bullion. A final issue of guineas was minted in 1813 to pay Wellington's soldiers in Spain and Portugal and we must hope that those who received them made the most of their gratuity, since grim times were ahead and many soldiers faced unemployment and starvation on their return home.

The new coinage, when it came, was based on the sovereign, and the guinea as a coin became obsolete. Tradition, however, plus the lure of that extra shilling, has kept the guinea with us, at least in the name. Accountants, doctors, solicitors, and owners of race-horses, champion bulls and stud rams will no doubt continue to extract the full twenty-one-shillingsworth from their clients until decimal currency takes over.

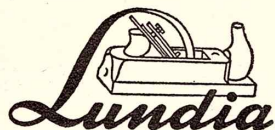


Big Expansion in U.K. Motor Industry

Expansion is the theme in Britain's motor industry. The Rootes group (Hillman, Sunbeam, Singer, Humber) expects to complete its new £23.5 m. factory at Lynwood, Renfrew, Scotland, by the middle of this year. The plant will employ 5,000 on their new "baby" car with a rear engine, the recently introduced Imp. Rootes are also reported to have started up in the field of boat engines with a newly formed firm called Rootes Marine.

The British Motor Corporation, too, has big plans for this new year. Its new factory at Bathgate, West Lothian, Scotland, comes into full production soon. Most of the firm's tractor and truck manufacture has been already moved to Scotland. Another new B.M.C. assembly plant, at Longbridge, Birmingham, is ending production trials and will soon be turning out vehicles. Altogether the giant corporation expects to make a million units a year in all its plants.

Ford's new factory at Halewood, near Widnes, Lancashire, employing about 8,000 people in the manufacture of Anglia cars and Anglia estate cars (station wagons), is due to open in the summer.



Pre-fabricated Adjustable WOODEN SHELVING

as it goes

UP

costs go

DOWN



SAVES OVER 50% IN ERECTING COSTS

Lundia goes up faster. Saves more than 50% in man hours.

SAVES UP TO 24% IN FLOOR SPACE

Individually adjustable shelves eliminate waste space where size of loads vary.

SAVES TIME FOR YEARS TO COME

Shelves can be repositioned in seconds.

WHAT'S MORE, the unique combination of timber and steel gives you a strong shelf capable of carrying over 500 lbs. Lundia shelving is the most versatile storage system you can find — all shelves are individually adjustable (without tools) to changing size loads. Waste air space is eliminated. Lundia can be quickly and easily dismantled and stored ready for speedy re-erection.

Available in a variety of standard sizes it is delivered ready to set up in minutes. All shelves are instantly adjustable at 2" intervals.

Find out exactly how much you can save with LUNDIA Adjustable Shelving — ask for a quotation today!



(N.Z.) LTD.

Cnr. Crowhurst & Kent Sts.

Phone 548-119

NEWMARKET — AUCKLAND, S.E.1.

Wellington: G. Roelants & Sons, Box 3798, Phone 52-964

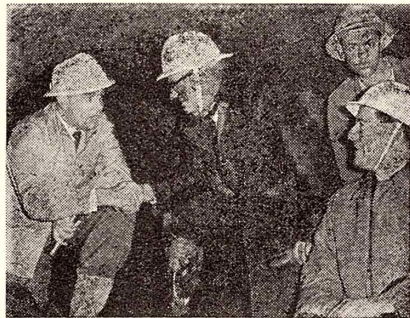
communication systems

This is the first of a series telling of the application by Communication Systems (N.Z.) Ltd., of modern tele-communications techniques to topical New Zealand projects and businesses. Reprints of this article and of the series, as they are published, are available on application to Communication Systems (N.Z.) Ltd., P.O. Box 6040, Auckland, or through any branch of Communication Systems (N.Z.) Ltd. (representing Automatic Telephone & Electric Co. (N.Z.) Ltd.).

THE CHRISTCHURCH - LYTTELTON ROAD TUNNEL — MAJOR COMMUNICATION SYSTEM FOR MAJOR PROJECT.

The design work for the electrically operated emergency, control and toll systems for the Christchurch-Lyttelton Road Tunnel, is now being completed by Communication Systems (N.Z.) Ltd., ready for the opening for traffic in January, 1964. The manufacture of the initial equipment for the systems has been started at the Auckland factories of Communication Systems (N.Z.) Ltd. Installation at the site in Christchurch is scheduled to start next August. The road tunnel, cutting through the Port Hills from Lyttelton to Heathcote, is in itself a major construction job. The length of the tunnel is just over 1½ miles — 6,360 feet to be exact. It will carry two traffic lanes, one in each direction. Eighty per cent of the traffic handled will be heavy duty lorries. Special safety and control measures are called for in the operation of the tunnel. This is necessary because of its length, the single lane working in either direction, the preponderance of heavy duty traffic and the volume of traffic to be carried. It involves the installation of equipment which is far more complex than any other New Zealand installation, and equal, if not superior, to that installed in similar road traffic tunnels in other parts of the world. The signalling and communications system must cater for the following conditions:—

- Efficient and centralised traffic control for easy flow of traffic.
- Ability to warn and stop incoming traffic and to clear the tunnel quickly in the event of



Shaking hands after the Lyttelton road tunnel break-through are the Mayor of Lyttelton (Mr. J. B. Collett) left, and the chairman of the Road Tunnel Authority (Mr. R. A. Witbrock). At right is the chairman of the Heathcote County Council (Mr. R. A. Young).

vehicle breakdown or fires, and avoid any catastrophe, particularly with fire.

- A rigid and foolproof watch on air purity in the tunnel.
 - A constant watch on the presence of the killer gas carbon monoxide coming from vehicle exhausts.
 - Easy control and operation of the Tunnel Authority's mobile breakdown squads.
 - A simple, safeguarded system of toll fee collections and traffic count to minimise interruption of traffic flow and safeguard, to everyone's satisfaction, the rights of the tunnel user and the Tunnel Authority.
 - A rigid and constant watch on lighting levels within the tunnel.
- Any drop in visibility standards could cause accidents.
- A rigid control on load heights before vehicles enter the tunnel.
- If unchecked and loaded too high they could cause serious delay and possible disaster.

This is a considerable range of requirements which are essential to the efficient and disaster-free operation of the busy tunnel. The Tunnel Authority has entrusted to Communication Systems (N.Z.) Ltd., the devising, installation and maintenance of the systems to meet these exacting needs. Communication

REPORT NO. 1.

Systems (N.Z.) Ltd., had already designed and installed the similar, but necessarily less complex system, for the Auckland Harbour Bridge — an installation that has attracted world-wide attention among authorities operating similar traffic ways. But the Auckland Harbour Bridge is only 3,600 feet long with two lanes each way, as against Lyttelton Tunnel's 6,360 feet and only one lane each way. While an accident, a breakdown, or a fire can slow the traffic flow on the Auckland Bridge, a similar happening in the tunnel will stop traffic. And, of course, a fire in a tunnel can be more dangerous than a fire on the open bridge. Thus the systems needed for the tunnel are more complex. During the whole of the 2½ year planning for the tunnel communications systems, the big objective has been to ensure safety of the user and trouble-free operation.

Easily visible traffic lights: On the approaches to the portals of the tunnel and through the tunnel on each lane, simple, easily visible traffic lights will operate normal red, amber and green signals. In the tunnel itself these traffic lights will be spaced every 400 feet on each lane. Every 200 feet on both sides of the tunnel will be emergency automatic telephones. These are for use in reporting breakdowns. Immediately one of these phones is lifted the traffic signals behind the breakdown point will automatically change, to stop traffic coming in on the lane. Traffic ahead of the breakdown and on the other lane will be automatically slowed by a change to amber. Portable fire extinguishers will be built into alcoves at regular intervals on both tunnel sides. Immediately one of these is lifted, automatic signals will bring the traffic lights on to emergency signalling to clear traffic ahead of the fire outbreak from the tunnel. At the same time "fire situation" alarms will go out to nearby brigades and to the mobile breakdown patrol vehicles of the Tunnel Authority.

Gas Safeguards: To guard the purity of the air throughout the length of the tunnel, specially designed apparatus will take continuous air sample tests from 12 points and analyse them for their content of carbon monoxide gas. The readings of these tests will be

transmitted back electrically to the continuous graphic recorders. When a reading approaches danger point, alarms will sound, and the fan ventilation system will be boosted throughout the tunnel. The fans at each end of the tunnel are electrically controlled. They can, combined, pump air at 320,000 cubic feet a minute. They can be so controlled as to cut off intake, say from the Heathcote end of the tunnel, should there be a fog at that portal. At spaced positions throughout the tunnel are visibility indicators which record back any imperceptible change in light brought about by smog or any other factor.

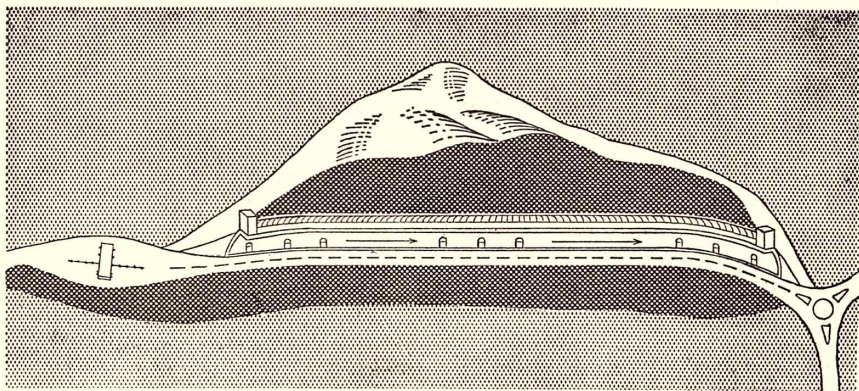
Electric Eye Barriers: Situated at each end of the tunnel will be electric eye height indicators to check that no vehicle carrying a load higher than the tunnel is allowed to enter. If such a vehicle approaches the entrance-way, traffic signals will automatically stop it and direct it away from the normal roading systems. The complete electrical and electronic system will be recorded on a control panel at the Tunnel Supervisor's control desk, which is situated at the Christchurch end of the tunnel. From this strategic point, every possible contingency can be dealt with; every movement of the traffic can be controlled. A lifted breakdown phone, apart from automatically actuating the traffic lights, will record the position of the breakdown on the control panel. The person lifting the phone will speak to control. With the flick of a switch the Control Supervisor will call up a mobile patrol by radio-telephone, and direct it to clear the breakdown. The Supervisor will be able to keep in communication with the patrol throughout the operation. A lifted fire extinguisher similarly records the exact tunnel position of the alarm on the control desk. The Control Supervisor has direct push-button alarms to both the Lyttelton and Christchurch brigades, and would direct such mobile patrols to the scene as he thought necessary. Similarly, air purity and lighting standard indicators centre in electrically to the control desk. From the desk, fan control and light control, is actuated, again by electric signal. Height indicator check instruments also come in to the central control.

communication systems

The Toll Plaza: Apart from the elaborate "In tunnel" systems for control and safety, an important feature of the installation will be the toll plaza at the Christchurch end of the tunnel. Four toll booths will be situated at this point. At these booths toll charges will be collected. Each booth has a button system to indicate the various types of vehicle as related to the charging system. The key system will cater for 17 different classifications of vehicles. As each vehicle enters the booth and is classified for charging, the motorist will see a clear indication of the classification of his vehicle and the amount due. This classification number will also be signalled in lights so it can be seen over the whole area, and it will also show on the control panel. The visual signals, for the motorist and for the Control Supervisor, provide a constant check and ensure the correct charge is always made. Additionally, as the attendant makes a key indication of classification, it is recorded electrically on a registration set for each booth. As any booth is closed the totals of the vehicles which have passed the booth are printed on a paper tape showing their various classifications. The booth attendants have their own keys and a permanent record is kept of the entire transactions during each shift. Speakers and phones in each toll booth give the attendant direct speech access to the control desk and the Control Supervisor can, at will, listen in to discussion between the attendant and motorist. Pad systems on each booth

bay record an axle count of all vehicles passing through the bay, whether the booth is open for business or not. This axle count can be used as a check against the keyed classifications registered from each booth.

Autograph Recorders: If a wrong vehicle classification is inadvertently keyed from a booth a correction is immediately noted on an autograph recorder. This recorder is also used to note any unusual happening or incident. Motorists over the whole plaza area can be called by loudspeaker from the control desk. They are directed to the operating booths by remote controlled traffic light signals. Integrated into this toll registration system and all the alarm and signal systems throughout the tunnel, is a master electrical time system. Thus, with the various recording systems, it is possible to build up a complete recorded picture of all traffic movement and incident. This is but a broad general outline of the main points of the centralised safety and control system which will make the Christchurch-Lyttelton Road Tunnel run smoothly and efficiently from the time it is opened in January of next year. The significant factors of this fascinating system are that it is based on application of everyday techniques of electric signalling and communication; it demonstrates the versatility and adaption of these systems to almost any type of need; it's a system designed in New Zealand and built in New Zealand by long-experienced electronic experts in Communication Systems (N.Z.) Ltd.



REPORT NO. 1.

Communication Systems (N.Z.) Limited,
Christchurch-Lyttelton Tunnel.

8th March, 1963.

THE TUNNEL

On December 16th, 1850, the first Canterbury settlers landed at the Port of Lyttelton. On that day they looked up at the Port Hills and cursed the physical obstacle that was in their way. Since the first track was cut, these first settlers, their descendants and other non-founding newcomers have thought about ways and means of doing better than the road. The rail tunnel pointed the way but still the road access problem remained. The decision to cut the road tunnel answered that problem. It fulfils the quest of over 100 years of thinking about an easier way. The skilled staff of Fletcher-Kaiser have cut the tunnel — efficiently and with latest machines — and the economists and managers among us have been totting up what this great project is going to mean to the whole economy of Canterbury — both industrial and agricultural.

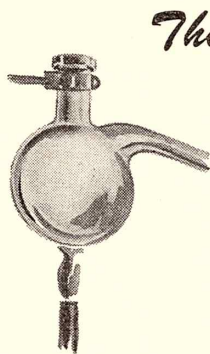
Communication Systems (N.Z.) Limited,
Lyttelton Road Tunnel.

9th March, 1963.

"It is extraordinary that so many capable managers apply most of the principles of good management to operations and installations under their direction, and yet overlook the fact that for many years now human communication has not been restricted to the range of the human voice. An electric impulse triggered in New Zealand can be made to launch a ship on the Clyde. This is intelligently accepted as a modern communications achievement; but the fact that the same impulse can be made to do a myriad varied tasks in a local warehouse or a factory, is so often completely overlooked. To overlook the improved efficiencies possible by using specially planned and interlocked signalling and communications equipment can be likened not with any exaggeration, to running a modern car on wooden wheelbarrow wheels. The journey is uncomfortable. The operation is inefficient. It is all so unnecessary."

AK 688

*A vigorous Government Department
makes sure . . .*



The **BACK-ROOM BOYS Spearhead NZ'S EXPORT DRIVE**

The Department of Scientific and Industrial Research is geared to help behind the scenes in the never-ending effort to improve New Zealand's exports, primary or secondary.

Douglas Melward

WITH the need to find jobs for a rapidly rising population and the shadow of the Common Market hanging like a funeral shroud over New Zealand's imperilled farm economy, a three-prong drive is under way to step up production, develop new industries and diversify exports.

A Trade Promotion Council has swung into action to assist small exporters. Fact-finding teams are exploring potential markets abroad and manufacturers are busily organising trade missions.

Perhaps the home side hasn't the polish and clockwork co-ordination of the All Blacks, but at least every member of the team is making an effort to run with the ball. Spearheading the attack, like cool and calculating half-backs, are the research scientists. They have consistently made the openings, enabling primary producers and manufacturers to pile up the pounds on the export scoreboard.

"It's not easy to assess the precise value of scientific contributions," says Dr W. M. Hamilton, permanent secretary of the Department of Scientific and Industrial Research. "When an accounting is made, however, we frequently find that the dividends amount not to the few per cent of the gilt-edged investment, nor to the 20 per cent expected from speculative investment, but to many times the capital outlay."

When D.S.I.R.'s Grasslands Division, for instance, laid out £6,000 to develop a short-rotation rye grass the taxpayers' money was never better spent. This seed alone is now worth £150,000 a year. Exports of clover and grass seeds bring in more than £1.5 million annually.

Grass is New Zealand's most important crop, the very basis of its agricultural wealth—its meat, milk, butter and wool. Virtually all pasture crops now contain improvements introduced by D.S.I.R.'s plant breeders.

The high-yielding Aotea wheat variety, bred by Crop Research Division, also contributes about £1 million in overseas exchange. Similar gains have been made by sheep and dairy men, orchardists and tobacco farmers. *In just two decades the yield of tobacco leaf has risen from 789 lb per acre to 1,856 lb.* At current prices this means an additional £750,000 a year for tobacco men.

Pine For Perfume

The Department of Scientific and Industrial Research employs some 1,180 researchers, technicians and administrators working in laboratories and field stations as far apart as Western Samoa and Scott Base on barren Ross Island in the Antarctic.

Entomologist Ed Gourlay breeds parasites to destroy horntail wasps, the enemy of New Zealand's pine forests. Pip fruit expert, Dr D. W. McKenzie, is raising hundreds of new apple varieties in the hope of finding one good commercial strain to boost fruit exports. Chemists at the Dominion Laboratory are investigating the possibility of isolating the odour of pine trees to use as a base for perfume. This research may one day create an entirely new industry.

A Dominion Laboratory chemist discovered the key to pine tree freshness, a resinous substance known as manool, back in the '30s. Little importance was attached to his work until a Swiss University professor found that it could be used as a cheap substitute for ambergris, then the main raw material used by perfumeries. Ambergris, from the sperm whale, is expensive and its supply extremely unreliable. Manool is

found in three species of pine which New Zealand has in abundance.

In the United Kingdom this resin is extracted in much the same way as rubber—by tapping and bleeding the trees. Here it would become a subsidiary of the pulp and paper industry. Improved techniques make it a simple matter to collect, by condensing steam from wood-pulp digesters and then isolating manool in a chemical extractor.

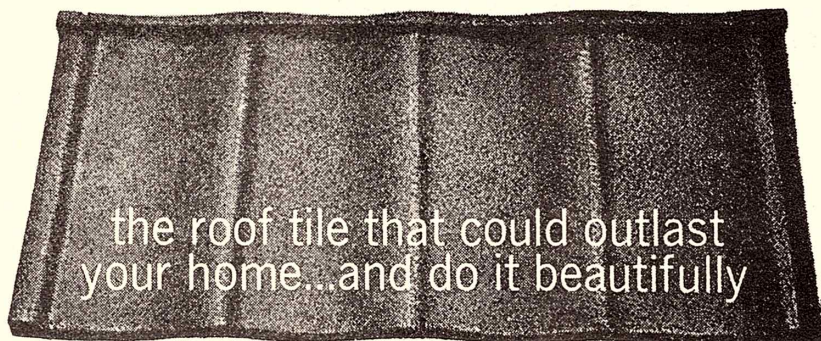
Manufacturers are fully alive to the commercial possibilities, and trial exports have already been made to Swiss and Japanese perfumeries.

£60,000 Eliminates Hazard

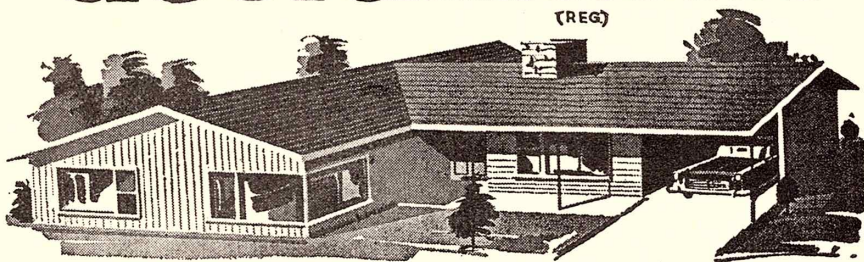
The Dominion Laboratory is the oldest and most distinguished of D.S.I.R.'s 22 divisions. Originally known as the Colonial Laboratory, it was set up way back in 1865 to carry out mineral analyses for the Mines Department. At that time this was the most far-flung scientific outpost in the British Empire. It still undertakes most of the analytical and chemical engineering work required by government departments.

The laboratory brought off one of its biggest triumphs when researchers solved what might well be called *the Case of the Inflammable Wool*. Since the early days of the wool industry, freezing works and shipping lines had been plagued by fires that broke out with monotonous regularity—and for no apparent reason—in woolstores and ships' holds.

This problem is almost unknown in other countries. Insurers were mystified. Fire chiefs admitted defeat. Researchers



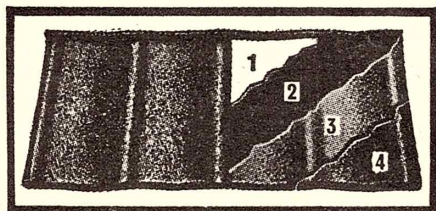
FISHER **decramastic** (REG)



Do you want a roof that needs no maintenance or re-painting? — a tile roof that won't grow moss, won't crack, distort or let water through? Then insist on Fisher Decramastic, the lightweight, permanent roof tile that's designed in a range to complement every colour scheme.

Look at the illustration (below) — note the metal core. It's protected by a special galvanising process. Look at the second layer — a thick coating of Decramastic, a pliable bituminous compound with special weather-proofing qualities. Now, a third layer of granite or ceramic chips — durable, colourful, embedded in the mastic. Finally, sprayed-on plasticised polyvinyl acetate. Add to all this the insulating properties and competitive price of Decramastic Tiles and you have a roof that's out on its own for long-lasting quality and long-run economy.

ENQUIRE FROM YOUR NEAREST FISHER DECRAMASTIC DISTRIBUTOR
OR MAIL THE COUPON TODAY.



L. J. FISHER & CO. LTD.,
P.O. BOX 2183,
AUCKLAND

Please send by return mail the full
story on Decramastic Roof Tiles.

NAME _____

ADDRESS _____

BB4

MANUFACTURED BY L. J. FISHER & CO. LTD. DISTRIBUTORS THROUGHOUT N.Z.
Jellicoe Road, Panmure, Auckland. P.O. Box 2183, Telephone 578-159. Also at Anvil House,
Wakefield Street, Wellington, Phone 41-431, and Hereford Street, Christchurch, Phone 69-994.

eventually traced the cause to a particular grade of wool highly susceptible to combustion. Once this was understood new stowage patterns were adopted and steps were taken to ensure that the hazard was eliminated. This investigation took 12 years, cost £60,000 — little more than a typical year's fire loss.

Aid To Manufacturers

The multiplicity of projects carried out by D.S.I.R. strike a balance between the investigation and development of natural resources and the improvement of analytical techniques.

Recently Dominion Laboratory scientists designed a simple method to determine the moisture content of scoured wool as it leaves the drying machines. It cost £5,000 but it's adding about £100,000 to export income.

New production techniques developed by Auckland Industrial Development Laboratories are saving the metal casting industry about £50,000 a year. Every year, 10,000 tons of castings are produced but rejections are at the 20 per cent level. With better sand control and mould design, researchers have reduced rejects to below 10 per cent. Any manufacturer may call on this laboratory for assistance in nutting out problems in engineering, physics or metallurgy.

Opening a new factory in Auckland, the Minister of Industries and Commerce, Hon. J. R. Marshall, told a group of businessmen, "New Zealand must continue to develop sound, economic industries to provide employment for our growing population and save overseas exchange, but we

mustn't forget that our economy is based on primary produce and its export at profitable prices."

Cattle Crisis

It is impossible to estimate the value of D.S.I.R.'s work in combatting cattle bloat. At its peak, some 15,000 cattle a year fell victim to this scourge. One Taranaki farmer running 120 cows lost an average of 20 during the spring and his daily cream production fell from 350 lb to under 200 lb.

Researchers of the Plant Chemistry Division found that chemicals in spring clover created foam in the animal's stomach, the result frequently proving fatal. Using equipment designed to measure changes in the animal's girth during and after test feeding, they set out to find an antidote, came up with a peanut oil-tallow compound. Sprayed on pastures, it proved an effective bloat suppressor.

"I began spraying in the spring of 1960," says a Taranaki farmer. "A fortnight later my cream was up to 375 lb and I haven't lost a single cow since." The saving in animals plus the increase in butterfat, he calculates, is worth around £1,600 a year. All it has cost him is £60 for the equipment, a couple of pounds for the spray, and his labour. This entire investigation cost around £100,000 but earns several times that amount for the dairy industry.

Apples, Apples, Apples

D.S.I.R.'s contribution to the national welfare is not always so clearly defined and many of the gains won in the laboratories go unnoticed by the man-in-the-



REAL COFFEE for a real coffee break*



CANTEEN PACK
Contains 8 ozs.
for economical
serving. 2 and
4 oz. jars also
available.

Give them a real coffee break—
serve friendly, stimulating Gregg's
Instant Coffee.

Keep abreast of today's trend to
coffee drinking and let everybody
relish a cup of really good coffee.
Nothing can match its lively get-up-
and-go feeling.

Enjoy a real coffee break. See that
you serve Gregg's Instant.

*New Zealand's top-selling
Instant Coffee.*



Gregg's **Instant COFFEE**

*With acknowledgements to the Pan-American Coffee
Bureau.

See your wholesaler today

street. Investigations frequently require years of exacting trial-and-error experiment before they bear fruit — especially if it's the kind they're interested in at the Fruit Research Division's orchard at Havelock North. Here, researchers are working patiently to develop new apple varieties.

New Zealand's apple exports, now worth around £2.3 million annually, derive from less than a dozen commercial varieties. The development of one new variety could add weeks to the selling season, enable the Apple and Pear Marketing Board to continue landing new season's apples on the British market at a time when fresh fruit was still scarce.

As the odds of coming up with a commercial variety are about one in 50,000 seedlings, it was

decided to test only varieties which had already shown promise. Apple bud-wood, imported from all over the world, is propagated under strict quarantine and today there are about 700 new varieties undergoing trials. Detailed descriptions, along with records of storage trials, are compiled on every variety. Trials scientist Dr D. W. McKenzie and his assistant also have to sample the entire crop. This means munching through about 12 apples a day.

"What we're looking for," he says, "is a late-maturing, bright red apple that stores well." Some 50 varieties fit this description. A dozen have commercial potential. Just one — a bright red late-maturer—could add a few thousand pounds to the export crop.

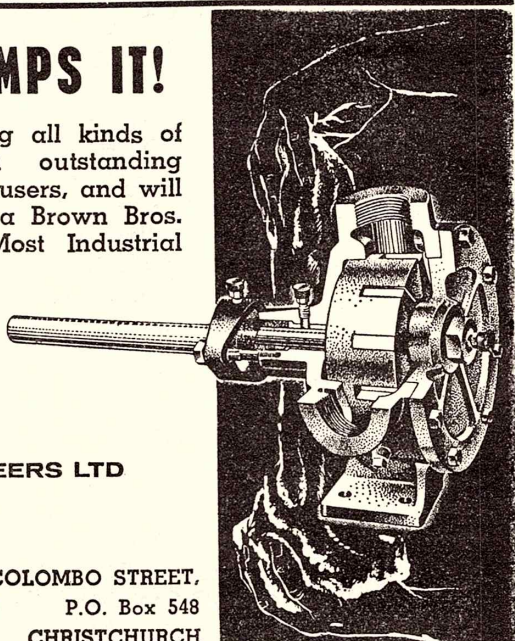
UNIVERSAL PUMPS IT!

Universals are pumping all kinds of viscous liquids with outstanding results for hundreds of users, and will for you, too. There's a Brown Bros. Universal Pump for Most Industrial Needs.

Write or call for full details
on all pumping problems—

B
BROWN BROS. ENGINEERS LTD

590 COLOMBO STREET,
Phone 65-195 P.O. Box 548
CHRISTCHURCH



Pumping Machinery Specialists Since 1908

B171

Driving a Turbine Car

Jerry Ames

FIVE years ago I drove a gas turbine car. During this time Rover engineers have made enormous progress, but it is only by driving a *modern* gas turbine vehicle on the road that one can realise just how much development has taken place.

Recently I have been driving Rover's gas turbine coupe, T3, in its final stages of development. It is this car that has served as the guinea pig for the new front wheel drive Rover turbo family saloon, T4.

The T3 coupe was first displayed in London's Motor Show at Earls Court a few years ago. But in the light of new knowledge it has been considerably modified and altered under the bonnet since those days.

Now it has a new type heat exchanger that has made a very big reduction in fuel consumption, whilst a number of turbine modifications help to bring in the power more quickly. Old JET 1, the first Rover gas turbine car I drove, provided fierce, exhilarating motoring; it was a noisy, open two-seater developing 250 b.h.p. and had no heat exchanger, so its fuel consumption was only 5 to 6 m.p.g. but, like all turbo cars, it ran on kerosene.

But JET 1, the world's first gas turbine car, is now a museum piece

in honourable retirement at South Kensington.

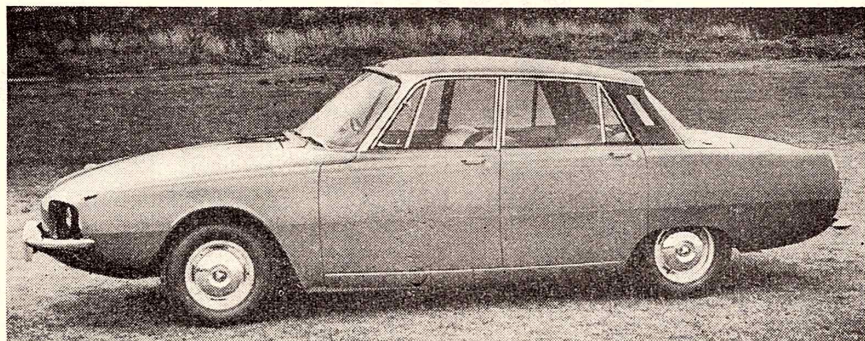
By comparison T3 is a much more refined vehicle, although its 110 h.p. engine provides quicker acceleration than most 100 m.p.h. plus saloons. Fuel consumption has improved to between 17 and 20 m.p.g., so that it is no more thirsty than other big fast saloons of similar performance, running on more expensive fuels.

But no reciprocating engine can compare with the smooth, vibrationless running of a turbine.

Starting is simplicity itself, simply turn an ignition key as on your present car. A faint "plop," the same as when lighting a modern gas fire, tells you the "torch" is alight, a continual jet of hot air then sets the turbine in motion. And starting is instantaneous, even on the coldest mornings.

No warming up is necessary, to move off, push a lever forward to engage drive, as in an ordinary automatic transmission, release the handbrake and glide smoothly away. There are no gears or clutch to worry about.

Modern sound damping technique effectively seals off engine room noise, stifling turbo whine at its source. So quiet was the coupe interior that when cruising comfortably along twin-track roads at 110 m.p.h. (max. revs. allow 115 m.p.h.) it suddenly dawned on us we were talking in normal tones.



Current styling in good taste is appropriate to this most modern of cars.

Move off on full throttle when the lights go free and acceleration is gentle at first, rather like a cat playing with a mouse. After 30 m.p.h. it really comes to life, leaping away more in the manner of a high power sports car whilst other drivers are still fumbling with gears.

At 60 m.p.h., T3 would be 5 seconds ahead of the heavier 3-litre Rover. Like a rocket the gas turbine shoots on to 80 m.p.h. within 18 seconds and the Rover would dwindle to a mere speck in the mirror, 14 seconds behind.

This is the kind of performance that makes turbo motoring so fascinating, and it is all so unbelievably smooth.

Driving in the conventional manner I found no difficulty in safely and rapidly overtaking ordinary family saloons, particularly at speeds upwards of 40 m.p.h. The higher the speed the more power is available for quicker overtaking.

There is no need to worry about lack of engine assistance when braking. Modern, self-adjusting disc brakes with servo assistance are powerful enough to stop quickly without needing any help from the nearest brick wall. We

made emergency stops from 100 m.p.h. in very short distances without turning a hair. Naturally it pays to have the brakes maintained in tip-top condition, as they are your only means of stopping.

But it has many other advantages to the ordinary motorist. The more simple engine has far fewer moving parts, there is nothing that needs frequent adjusting as in a piston engine, and there is very little to wear. Consequently it will cover a very big mileage before servicing becomes necessary.

How much will the family turbo saloon cost?

Very little more than one of the better class 100 m.p.h. family saloons. But, like disc brakes, as production goes up prices will come down.

Both Rover in Britain and Chrysler in America have reached the stage where the gas turbine car is a practical reality. Each firm is busy gauging public reaction before going into production, but I am certain that once the ordinary motorist appreciates the advantages of the turbo car he will not be satisfied until he gets one.

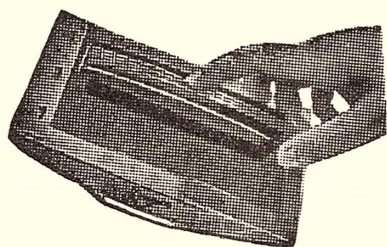
FREE DEMONSTRATIONS OF MO DUPLICATO

SEND COUPON FOR NAME OF YOUR NEAREST DEALER AND S
WORK PRODUCED ON THESE LOWCOST, HIGHLY EFFICIENT MACH
U.K. AND GERMANY.

10 DIFFERENT MODELS for every type of business, office, s
club, cafe, church, etc.

**SAVE MONEY & STIMULATE
MORE BUSINESS**

by producing your own sales
letters — memos — circulars
— order forms — quotation
forms — illustrated leaflets —
charts — diagrams, etc.



EMGEE MEMO STAMP DUPLICATORS

For small businesses, tradesmen,
clubs, etc., these low cost EMGEE
Duplicators are ideal.

OCTAVO MODEL £5/9/6
Duplicating area 6" x 3½"

MAJOR (Quarto) MODEL £7/17/-

POSTCARD MODEL 69/6
Duplicating area 3½" x 2"

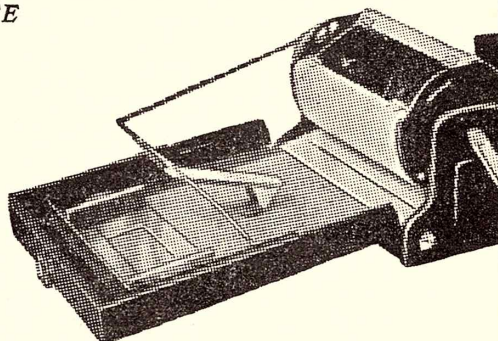
No. 1 OCTAVO Rotary £6/19/6

No. 2 QUARTO Rotary £8/19/6

All complete with stencils, ink,
brush, design pen, and plate.

Also Available Now

No. 3 Rotary Foolscap Memo Stamp
Duplicators £15/17/6



**WORLD'S LOWEST PRICED AU
ROTARY DUPLICATOR — O
WILL PRODUCE 1000 COPIES**

Hundreds already in use in N.Z. by bus
and Government Departments. "Surprisin
reproduction — clean, crisp copies equa
duplicators costing double its price or m
most firms because of its simplicity. No int
go wrong — a junior can use it — Auton
any paper from post card size to fo
guaranteed.

ORMIG PICCOLO PORTABLE COLOUR DUPLICATOR

"It's a little wonder"—carry it
anywhere — produces brilliant
copies in up to 6 colours from
postcards to foolscap. No stenc
ils — no ink. Outstanding value
at **Only £32/10/-**

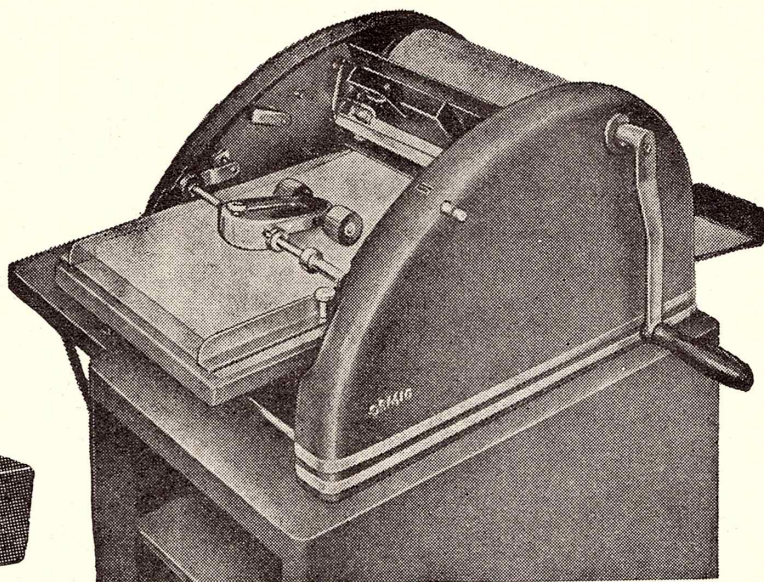
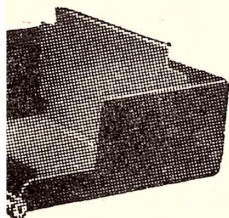


Also available D-12 Ormig Colour I

**ERN
RS**

IPLES OF
ES FROM

p, factory,



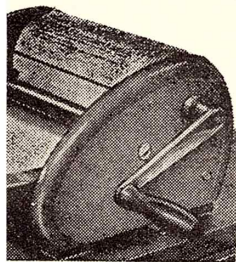
FROM U.K.
"EMGEE"

OMATIC FEED

Y £32/10/-

V 15 MINUTES

esses, large and small,
"high standard" of
to the work of many
e. More suitable for
te parts — Nothing to
c feed — will handle
ap — Unconditionally



licator £49/10/-

FROM GERMANY
THE ORMIG D-17
AUTOMATIC FEED, SPIRIT
COLOUR DUPLICATOR
USES NO INK — NO STENCILS

ORMIG, the first manufacturers in the world to produce spirit colour Duplicators, proudly present the Model D-17 with its simple automatic foolproof feed which smoothly runs off 200 copies in a few minutes. Produces up to 6 colours in one operation—Will process copies that resemble original typewriting — and with special Ormig Silbr Carbon will do up to 400 copies in purple. The Ormig method of reproduction is clean, swift and inexpensive — Counting device is recessed and addressing device available if required. Even if you have a stencil duplicator you will find many uses for this Ormig D-17 for colour reproductions including leaflets, charts, reports, showing comparative figures in another colour, etc. Unconditionally guaranteed.

Priced at only £79/10/-.

FREE SAMPLES OF WORK

MARVIN (N.Z.) LTD., BOX 1435 WELLINGTON
6 BOULCOTT STREET — TELEPHONE 46-166

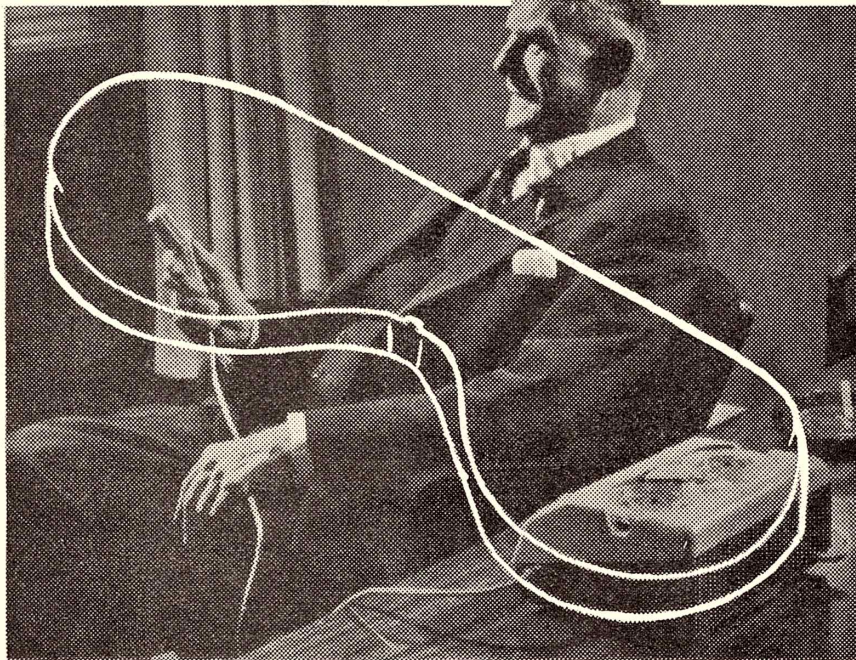
Send us the name of your nearest Emgee or Ormig dealer and samples of work produced on

(Mention Model which interests you)

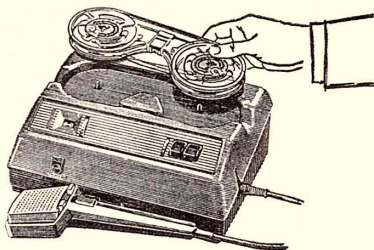
NAME

ADDRESS

JUST LOOK HOW EASY IT IS !



With just five simple controls where comparable machines have as many as ten . . . with 2-second magazine loading where others have old-fashioned hand-threading . . . with crystal clear easy-on-the-ear voice reproduction, where others require nerve-wracking concentration . . . with control microphone for armchair dictation . . . the new MEMORANDUM makes it at least 50% simpler, safer and more pleasant to give and take office dictation.



MEMORANDUM

Another Dependable Communication Unit from

HEAD OFFICE: 69-85 Airedale Street, Auckland. Branches at: Wellington, Christchurch, Dunedin and Hamilton. Leaders in Telecommunications and Systems Engineering. TELEPHONE SYSTEMS: TIME CONTROL: PUBLIC ADDRESS: RADIO TELEPHONES: DICTATION MACHINES: TELEPHONE ANSWERING EQUIPMENT. Representing

Automatic Telephone & Electric Co. (N.Z.) Ltd. A MEMBER OF THE PLESSEY GROUP OF COMPANIES.



**ommunication
ystems (N.Z.) Ltd.**

*It's largely a mixture
of art and public relations but . . .*

COMMERCIAL FILM MAKING is big business



Imagination, creativeness, technical skill and businesslike methods are keys to success in this industry. Time, know-how and experience are among the factors that govern costs.

Harold Rose

PPOTENTIAL sponsors of commercial films in Britain, unable to dispel an uneasy feeling about the film business generally, are often wary of specialised production companies, especially when they begin considering costings, but, while some sponsors have been taken for quite a financial ride, there are now enough reputable concerns to ensure that this sort of thing is much less prevalent.

However, it is still far from easy to go "shopping" in the specialised film world, mainly because a request for an initial estimate is usually met with the query concerning a length of string.

Some companies are prepared to indicate the minimum cost for the kind of film required, and to name a figure beyond which, if he shopped around, the sponsor might assume he was being overcharged.

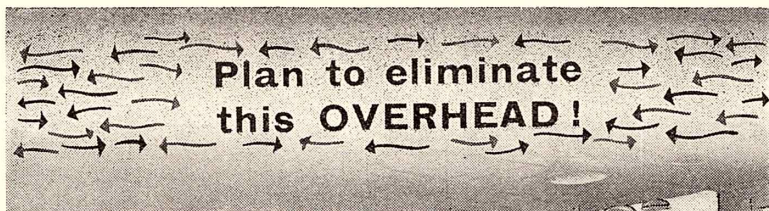
Sponsors, in short, should know what they want, be able to clarify their requirements so that their production company can give an accurate costing, and after approv-

ing both script and budget, in that order, adhere to the former so that the latter is not upset.

To have a vague idea of making a film is not enough. A first-time sponsor should be at least sure of the purpose for which he wants a film made. Is it intended to boost sales, train or recruit staff; to provide an information medium, a prestige or general public relations film; or to be a technical record of a project, contract or product?

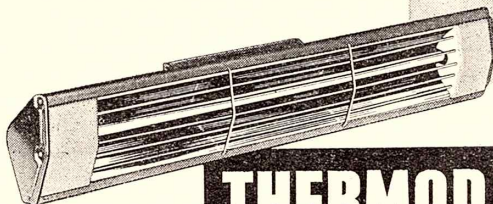
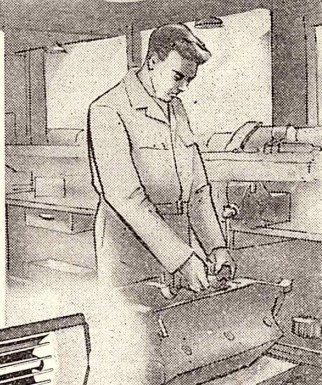
AFTER discussion at the first joint meeting with the sponsor, and an initial survey of the main locations, the film company produces a "treatment" — how the company thinks the subject should be handled. When finally approved this becomes the basis on which the company prepares its shooting script — as one producer described it, "a vital technical document of greater benefit to the production unit than to the sponsor."

Bearing in mind that the treatment and script will be separate charges if the sponsor does not proceed to commission the film beyond those stages, and will be costed in if he does, the items which then make up the price



Plan to eliminate
this OVERHEAD!

Why pay for heating airspace you're not using? It's far more practical and economic to focus heat only where it is required and this is possible with Thermodare 3-Micron Infra-Red Heating. With Thermodare 3-Micron Infra-Red Heating, the size of the building, air currents or open doors do not affect its efficiency. The heat contained in the Thermodare rays is not absorbed or affected by the atmosphere and is released only in the planned area of heating.



THERMODARE
3-MICRON
Infra - Red Heater



3-MICRON HEATING

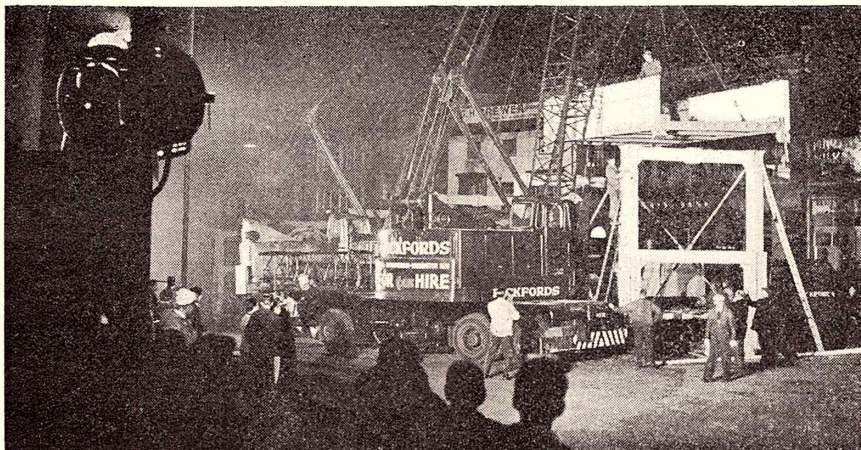
Thermodare heating is between 2 and 4-Micron wavelength — the wavelength at which the human body absorbs the maximum benefit from heating. This ultimate in heating efficiency is a result of Thermodare's use of pure fused silica quartz tubes which are considerably more efficient than those used in conventional heaters. The superior fused quartz composition enables Thermodare to produce a sturdier tube (e.g. 2KW tube is up to 3/4" in diameter) capable of operating at 1100° C. — the temperature required for 3-Micron heating — and maintaining this temperature during long continuous running. A stronger and more uniform radiation also results from the greater surface area of Thermodare pure fused quartz tubes.

ADVANTAGES OF THERMODARE

Thermodare is easily installed and occupies the minimum of space. The superior radiation of Thermodare's longer tube plus a range of nine wattages and four different sizes enables every type of installation to be correctly engineered to give even heat. It is more economical than conventional electric heating, as there is no waste heat. In some instances, Thermodare installations have saved up to 70% on conventional heating systems. Thermodare is safe — it may even be sprayed with water while in operation without damage or danger! It gives an even, healthy heat — identical to the infra-red rays received from the sun.

Produced in New Zealand under Licence and Distributed by:—

A. R. HARRIS COMPANY LIMITED, 72-76 Manchester St., CHRISTCHURCH
C.P.O. Box 1007 Telegrams "Electrics" Phone 64-743



Shooting a night scene for a colour film recording the construction of a prefabricated road bridge in Britain.

are: services of the unit personnel (director, cameramen, editors and cutters, foreign unit staff where applicable, and overtime when required); artists (commentators, scriptwriters, composers, musicians, crowd players—all dependent on the type of film); studios and such services as lighting, sets, decor, props, wardrobe and make-up, hire of special equipment.

If the film can be shot in one small interior setting and in a few short sequences, it will cost far less than one that requires the camera to tour a factory, go on, perhaps, several locations, or shoot some scenes involving extra lighting. Special effects are among other things that can alter costings. Joint consultation at the outset ensures that all the client's requirements are built into the shooting script and costed before the script is approved.

A FIGURE generally accepted as the average minimum cost of a 10-minute 16 m.m. colour film is £1500. Taking this a stage

further, a simple production with commentary but no unusual or specialised requirements, 50 per cent interior and 50 per cent exterior shots, will run up a bill of between £1300 and £2300 for a 10 or 11-minute reel. Additional reels to make a 20-minute film would not necessarily double the cost.

A film with more lighting, some complicated effects and a generally higher level of production would fall into the bracket of £2000 to £3500 a reel, and a very good one with studio sets, synchronous dialogue, and creative rather than record type photography, would reach something between £3000 and £5000 a reel.

It is possible for films of a straightforward, simple kind to be produced for less than £1500, or at the higher end of the scale, if there are no exceptional requirements, the ceiling cost may be somewhere between £5000 and £7000.

If the script calls for some sequences to be shot in overseas



FREE TELKEE brochure answers that question for you; shows how TELKEE saves you time and money, gives you new convenience.

STOPS time wasted locating lost or borrowed keys.

MINIMIZES expensive lock replacement and repairs.

ORGANIZES all your keys in one orderly system.

What's more, TELKEE guarantees maximum security and privacy—keeps keys in authorized hands, always.

Offices, factories, stores, schools, hotels, housing, hospitals . . . there's a TELKEE System to fit every size and type of application. TELKEE solves **every** key problem, efficiently, inexpensively

FREE — Send Today!

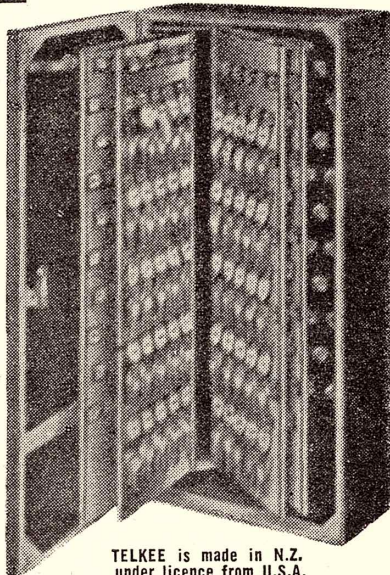
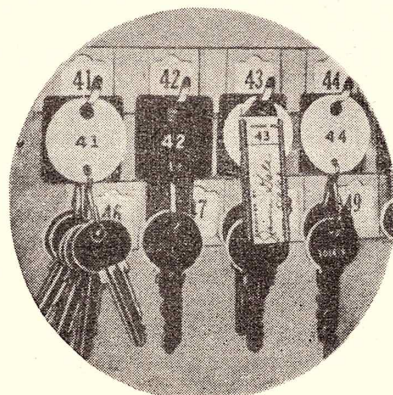
Post Coupon below for illustrated information on TELKEE.

TELKEE

KEY CONTROL SYSTEM

Tells you where to find the key to any lock *immediately*.

File your keys more easily than letters — know to whom you have loaned keys — prevent strangers from making use of keys — have a reserve key always on hand and extra spare keys available when needed.



TELKEE is made in N.Z. under licence from U.S.A.

S. A. HUNT & CO. (1961) LTD., P.O. BOX 3566, WELLINGTON.
Send us without obligation illustrated brochure and prices for TELKEE.

Name

Address

locations, or there are other special circumstances, the budget may have to be stretched to £10,000, £14,000 or £15,000.

Many films may be produced at lower prices than those quoted, but only at the loss of either technical quality or artistic standard, or both. A film, more than many things, if it is worth doing at all, is worth doing well. A sponsor who is not prepared to budget accordingly should save his money and apply it to some other medium suitable to his purpose and his purse.

BEFORE the last war, the few 35 m.m. producers of specialised films—only two or three of whom still exist—scoffed at the idea of commercial production on 16 m.m., mainly because no professional 16 m.m. equipment was available. This is worth recalling when reviewing today's leading companies, for among them is Kinocrat, which believes itself to be the oldest firm of 16 m.m. specialists in Europe. Started in 1937, the firm recently celebrated 25 years in business.

Keeping abreast of new developments not only in the film world, but also in allied fields, Kinocrat commissioned a "music concrete" score for "Over the Bottleneck," a recent production about the erection, in a single weekend, of a prefabricated road bridge. During shooting of another film, diamonds worth more than £750,000 appeared in one scene.

Another old-established concern is World Wide Pictures, which began operating 20 years ago and has produced over 600 documentary, sales and instructional films for industry, the Central Office of Information and such international organisations as UNESCO. "People Like Maria," for the World Health Organisation, won the St. Giorgio Award, at Venice. Specially made for television, it was shown by the BBC, also in Canada, Australia, the U.S.A., the U.S.S.R. and 13 European countries.

Stanley Schofield, with a lifetime of experience in the film business, is another of the 16 m.m. pioneers. He has had his own company for nearly 20 years, and has made films for a great many



industrial sponsors and for charitable institutions. He also handles news material, as on the occasion of the Queen's coronation, when film was processed, sent by air to America and Canada, and broadcast the same night.

"Two Laps of Honour," a 16 m.m. film for British Petroleum, was recently blown up to 35 m.m. and secured cinema release. Apart from specialist scriptwriters, all Schofield's staff are permanent. Like other leading producers, he stresses the importance of planning distribution of films at the outset.

More than 500 people are employed on the permanent staff of The Film Producers' Guild, which has extensive resources, shared by a dozen or so companies, able between them to handle all kinds of productions and film services. These include Greenpark Productions, Merton Park Studios, and Verity Films.

On the Guild's list of clients are nearly 150 names of famous industrial and other concerns, trade and professional associations and important government departments. Taking the view that production costs must be governed by how much the film will be worth if planned properly, well-produced and effectively distributed, the Guild operates a consultant service through which clients may study the economics of any film project.

Two of the smaller companies are Graphic Films and Little, King and Partners. The size of a production company has no significant bearing on the overall cost of a film, although there may be advantages in the lower basic overheads of some of the smaller ones. Graphic, which has made

numerous films for the Ford Motor Company, among others, produces prestige documentaries for which the budget would start slightly higher than the minimum £1500 mentioned. Little, King and Partners has produced documentary, dramatic and travel films — in the latter category, "Gaucho Country," shot on 35 m.m. in Argentina, and "Islands of the Seychelles."

WHEN, in 1961, the Government formed its Department of Technical Co-operation, to give technical aid overseas, it adopted as its recognised institution for teaching film production the training school operated by the Victor M. Gover Company at its Overseas Film and Television Centre.

The company is one of the few that also provides newsreel coverage and is alone in operating, especially for overseas clients, shipping and library services, and in acting as purchasing agent for film stock and equipment.

Specialised film-making is a combination of imagination, creativity, technical skill and businesslike methods. Whatever the subject of a film, or the kind of audience it is designed to reach, its impact — its public relations effect — on an audience is in proportion to its quality. An audience will invariably include regular cinemagoers who, if only in their subconscious, will make comparisons with entertainment films.

When you have read

BETTER BUSINESS

pass it to your friends for their
enjoyment too.

ONLY THE TELECONOMY * EXPERTS HAVE ALL THE ANSWERS

You may answer 'yes' to all questions, but only a
TELECONOMY* survey will tell if you're correct!

CHECK LIST:

Are you sure your customers are not delayed
by engaged extensions?

Can your telephonist quickly locate people
who move about a lot?

Can you obtain information from other
departments without affecting the service
to your customers?

Are you making the most efficient use of
staff time?

Is there an adequate time and costing
system in your organisation?

YES	NO

The TELECONOMY* Experts from C.S. can help boost efficiency, cut costs and increase sales. A large order? — may be — but we are doing it every day for firms like yours. We will not tell you how to run your business. We would like to show you how to use your present equipment to better advantage. Where practical, up-to-date systems developed by Communication Systems can definitely improve your operations and profits, you should know about them. Call us today for further information. We will give you the right answers.

* The saving of money by the saving of time.

Call or write:

HEAD OFFICE: 69-85 Airedale Street, Auckland. Branches at: Wellington, Christchurch, Dunedin and Hamilton. Leaders in Telecommunications and Systems Engineering. TELEPHONE SYSTEMS: TIME CONTROL: PUBLIC ADDRESS: RADIO TELEPHONES: DICTATION MACHINES: TELEPHONE ANSWERING EQUIPMENT. Representing

Automatic Telephone & Electric Co. (N.Z.) Ltd. A MEMBER OF THE PLESSEY GROUP OF COMPANIES.



**Communication
Systems (N.Z.) Ltd.**



S. Truman

Switch To Coffee

TEN years ago it was hard, if at all possible, to get a decent cup of coffee anywhere in New Zealand. Many of us got the taste for this Arabic brew from American servicemen, but it took post-war immigrants to teach us how to make it.

The result of our education in coffee has had startling results. Today, with coffee shops abounding in the big cities, there are few of even the smallest towns left where you cannot get somewhere a drinkable cup—black or otherwise. In some places it has become difficult to get a cup of old-fashioned tea!

This trend has tea growers worried. An Indian tea trade delegation, which visited New Zealand and Australia last year, reports that average annual imports of tea into New Zealand dropped from 16,085,000 lb in 1949-51 to 16,004,000 lb in 1959-61. As our population increased strongly at the same time, consumption per head actually fell from 8.29 lb to 6.71 lb a year.

There are no statistics about our coffee drinking other than import figures. These show that imports have jumped from 1,124,000 lb in 1950 to 4,617,000 lb in 1961. The trend toward coffee is not as strong here as in Australia, where consumption of coffee rose from 0.6 lb a head in 1936-39 to 2.2 lb in 1959-60, while that of tea declined from 6.9 lb to 6 lb.

The gradual switch is a boon for retailers. Not only are they selling a host of coffee-making gadgets, but coffee shops appear to have a much higher turnover than tearooms ever had — partly because they attract a new class of customers, the teenagers.

Bargains

A SHOE retailing firm in Wellington, advertises that its prices are lowest because it pays a low rent, has no directors playing golf, no carpet on the floor and no blonde secretary.

I have no particular fondness for golf playing directors and

One of England's

FINEST TYPING CARBON PAPERS

The advertisement features a central graphic with a grey background and horizontal white stripes. In the upper left, there is a circular logo with a laurel wreath border. Inside the wreath, the word "Kolok" is written in a stylized script, with "REGISTERED" above it and "TRADE MARK" below it. A dark, wavy banner across the middle contains the word "Duracote" in a white script font. To the right of the banner, the words "REINFORCED CARBON PAPER" are printed in a bold, sans-serif font. At the bottom, a dark horizontal band contains the text "KOLOK CARBON & RIBBON CO. LTD." in a white, sans-serif font.

KOLOK CARBON & RIBBON CO. LTD.

NOW AVAILABLE FROM YOUR OFFICE SUPPLY HOUSE

would not mind buying in a shop with bare floors. But that skimping on blondes puzzles me. I'd always understood that having an attractive blonde in the shop boosts business.

Finance Controllers

LOOKING after the finances of large companies has become such an intricate job in recent years that the company secretary of, say, 50 years ago, would hardly recognise some of today's bearers of the same title. Company secretaries have always been regarded by many as a type of glorified accountant—and this is probably still true for smaller companies.

In large concerns the secretary not only supervises accounting and acts as secretary to the board, but has as an important part of his duties the responsibility

of raising finance for expansion and the organization of a host of matters outside pure accounting.

For this reason, some companies—still only a few—are recognising the raised status of the secretary by giving him an additional title.

A recent example comes from Felt and Textiles of New Zealand Ltd., Wellington. When a successor to Mr G. E. Pearce, now assistant general manager, was appointed, he was designated Secretary and Finance Controller.

The appointee is Mr N. H. Chapman, formerly a partner in the Wellington branch of the world-wide, American-based accounting firm of Price Waterhouse and Co., the biggest accountancy business in the world.

The Personal Touch

THE protection of New Zealand industry has in recent years led to a stream of protests and comments from British manufacturers and their representatives here, who gradually saw a most profitable market diminish in scope.

It now appears that our protectionism is giving us an unexpected benefit. "British manufacturers are taking a more personal interest in the New Zealand market," the senior British Trade Commissioner in Wellington, Mr J. L. Reading, said the other day.

British manufacturers, he added, were concentrating now on quality articles designed for a modern world.

In the past, some British industries have sometimes been accused of using New Zealand and a few other far-away Dominions



Mr. N. H. Chapman.

*Reg I'm thinking of
refurnishing the office.
I've had these C.R.O.
desks recommended.
What do you advise?*

STENOGRAPHERS DESKS

CAMPUS: 4' x 2'6"

COLLEGE: 3' x 2'

- ★ Reversible
drawer units.
- ★ Choice of
Desert Maple
or Natural Mahogany
Laminated plastic top.

AVAILABLE ALL OFFICE SUPPLY HOUSES

*Bob We've got them
and they're great.
You couldn't do better
than refurnish
with C.R.O.*

C.R.O.-LAMIFORM
FURNITURE

ALL CRO-LAMIFORM DESKS ARE CRAFTSMAN
CONSTRUCTED TO GIVE YOU YEARS OF HARD
WEARING SERVICE AND RETAIN THEIR
LUXURY APPEARANCE WITH THE SEALED-IN
BEAUTY OF TIMBER GRAIN LAMINATED TOPS.

CRO/1/63

or Colonies as a dumping ground for sub-standard or obsolete goods. If they are now stepping up their efforts by improving quality and catering for our needs, both we, as customers, and the manufacturers should profit from this.

Prawns for Our Tables

PROVIDED our fishing industry, which in the past has not always been too enterprising, shows interest and the Marine Department is successful with its present survey, we may be able to buy prawns caught off New Zealand before very long.

An English expert on crustacea in the department, Dr R. B. Pike, has found several indications that there are prawns around our islands, but the number caught so far has not yet given a definite answer to the question whether our prawns are numerous enough to make prawn fishing a commercial possibility.

The difficulty is that this sea delicacy—held by many in higher esteem than the lobster—either burrows in the sand or swims too high to be caught by an orthodox trawl.

But, as in tuna fishing, our fishermen might get the solution from Japan, where much success had been achieved with mid-water trawling methods using high frequency echo-sounders and net sondes.

Growth of Woollen Industry

THE rapid growth of our woollen industry in recent years, due not only to protection against imports but also to greater

ARE YOU A BORE?

A well-known publisher reports there is a simple technique of every day conversation which can pay you real dividends in both social and professional advancement and works like magic to give you added poise, self-confidence and greater popularity. The details of this method are described in a fascinating booklet, "Adventures in Conversation," sent free on request.

According to this publisher, many people do not realise how much they could influence others simply by what they say and how they say it. Whether in business, at social functions, or even in casual conversations with new acquaintances, there are ways in which you can make a good impression every time you talk.

To acquaint more readers of this paper with the easy-to-follow rules for developing skill in everyday conversation, the publishers have printed full details of their interesting self-training method in a 24-page booklet, "Adventures in Conversation," which will be sent free to anyone who requests it.

Please send 6d. in stamps to cover postage and despatch. The address is Conversation Studies, Dept. BB, Totara Park, Kerikeri Central, North Auckland. (Advt.)

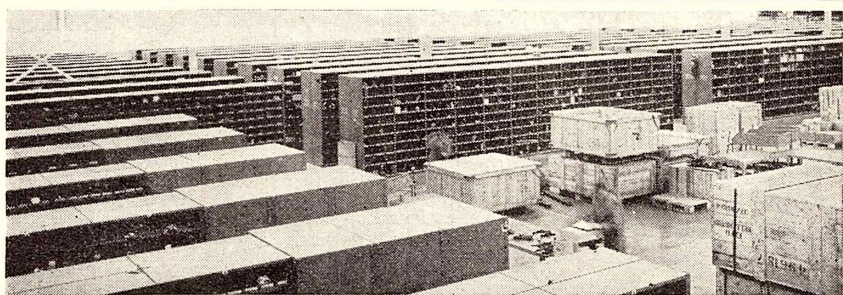
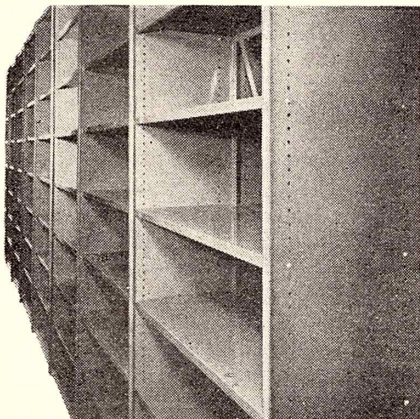
IS YOUR SHELVING ADAPTABLE? DESIGNED FOR THE LOAD IT CARRIES?

Multiplex Steel Shelving is versatile...

Immediately adaptable to the changing requirements of factory or office.

1. Shelves are readily adjustable at 1" centres for maximum use of store space.
2. Multiplex shelving is easily dismantled and reassembled.
3. Finished in Airline Grey Infra-red baked enamel.
4. Immediately available from stock.

Multiplex Heavy Duty Warehouse shelving is specially designed for applications where great loads require to be carried. Shown here is part of the Multiplex shelving at the Ford Motor Co., Lower Hutt.



- ★ STANDARD SHELVING ★ HEAVY DUTY SHELVING ★ OFFICE FURNITURE
★ ADJUSTER SHELVING ★ ROLLER-SLIDE SHELVING ★ LOCKERS

Multiplex
INDUSTRIES LIMITED

Head Office: Eastern Hutt Rd., Lower Hutt, Phone 67-143. P.O. Box 145
South Island Office: P.O. Box 2494, Christchurch. Phone 36-111
Auckland Office: P.O. Box 5962, Auckland. Phone 23-995

Multiplex Equipment is available at reputable Office Supply Houses.

efficiency, is clearly illustrated by recent figures compiled by the Government Statistician.

In 1959-60 the value of this industry's output was £6,992,844. Two years later it had risen to £8,079,749. And signs are that production is still going up.

Increases were noticeable in almost all products but particularly in worsted cloth and mixtures, production rising from 1,084,000 yards in 1961 to 1,389,000 yards last year, when the industry employed nearly 4,000 persons and used 11,429,000 lb of greasy wool—an increase of more than 800,000 lb in one year!

Home-Made Souvenirs

FOR many years the New Zealand tourist industry has been selling souvenirs made in overseas countries from New Zealand materials. Greenstone tikis, for instance, came in large numbers from Germany. Much of the jewellery was also made in other countries and sent back to New Zealand.

However, that there was scope for a local souvenir-making industry based on our minerals, rocks, gem stones, etc. has been proved by a Wellington couple, Mr and Mrs R. Cooper. In the past two years they have had great success with specimen boxes of volcanic rock and minerals, and jewellery made from polished gemstones, such as agate, beryl and carnelian.

Using about 250 different rocks and stones, they have found such a demand for their products that they have moved their activities, begun as part-time work in their home, to a proper factory. They

are supplied with raw materials by collectors from all over the country.

It is rather surprising that it took so long for someone to tumble to the idea that our rocks and stones, some of them rather unique, could provide profitable business to those catering for tourists. Indeed, the Coopers are having a considerable demand for their products by New Zealanders as well.

Home Appliances for Australia

FOR many years New Zealand has been importing or assembling home appliances made in Australia, although more recently our manufacturers have become increasingly independent of imported components. The trend is soon to be reversed for Fisher and Paykel Ltd., one of our biggest manufacturers of home appliances, is planning exports to Australia.

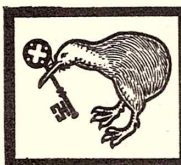
First on the list is a wringer-washer designed by its own engineers, well-known by New Zealand housewives, who have bought a quarter of a million over the years. Export opportunities are also seen for dishwashers and electric ranges—both made by H. E. Shacklock Ltd., of Dunedin, which is now a subsidiary of the Auckland company.

Fisher and Paykel's export policy is as go-ahead as the company's home policy has been in its 28 years. The company took part in the Melbourne Trade Fair, will also be an exhibitor at the International Trade Fair in Sydney next month and sent its sales director, Mr R. G. Gillett, with the recent trade mission to Australia.

WORLD WIDE
in service...
WORLD RANKING
in importance...



In every corner of the globe there is a branch or agency of The New Zealand Insurance Company Limited. With over 100 years' experience protecting New Zealand's businessmen, farmers and home owners, the N.Z.I. offers the most complete and comprehensive service in insurance today. Remember, there is an N.Z.I. Policy for all your insurance needs.



N·Z·I

**THE NEW ZEALAND INSURANCE
 COMPANY LIMITED**

INSURANCE :

Fire, Marine, Accident, Aviation

TRUST DEPARTMENT :

Trustee, Executor, Agent, Attorney

We cannot do without . . .

Science

IN OUR LIVES

The author, who is Director of the D.S.I.R.'s Auckland Industrial Development Laboratories, emphasised the importance of science in industry and the need to encourage the creative and original child in a speech recently, from which these extracts are taken.

J. B. Brooke,

O.B.E., B.E., A.M.I.Mech.E., A.M.N.Z.I.E., A.R.I.N.A.

TO start with, I propose to say a little about the philosophy of science, why industrialists and, indeed, all of us, should think more about it, because science will play an increasingly important part in our lives and in our children's lives. It is no longer simply an academic pursuit but primarily a matter of national survival. Yet how little we realise it.

What is science? What does science mean to each of us?

To some, it will mean the test tubes and bubbling flasks of their chemistry lab. days, with nasty smells and the occasional spectacular explosion if you were lucky! To others it brings visions of nuclear warfare, guided missiles and orbiting satellites and, to others again, it is associated with the motor car, the refrigerator and the many time-saving devices now so essential in our daily life.

Science is all of these things and more, but it should not be regarded as something abstract and difficult that can not possibly be understood, something that experts advise on—at a miserable pittance.

Science is, simply, knowledge—knowledge at all levels—whether it deals with the energy flow in an atomic reactor, the correct procedure in heat treating hot die steel, or the right way to prune fruit trees. Science does not run counter to religion or to the arts, but it does oppose superstition, quackery and ignorance.

What is the need for science?

Today we are in a world where the rate of change has markedly increased in the past few decades. Whether we use this change to our advantage and call it progress, or whether we attempt to build barriers against it and fear it, depends on our outlook.

Maeterlinck said, many years ago, "On every crossway on the road to the future, each progressive spirit is opposed by a thousand men appointed to guard the past."

The world must change and we must face it for, since we can't block it, we must manage it.

Today's situation is like a rising river, which is tending to overflow its banks. Living on these banks or on the plains nearby, we get more and more worried until finally this worry releases some of our pent up energy and we do

*If you're so
smart
why aren't you
rich?*

Have you ever seen the phrase above before? It comes from a little card, usually passed around by the office wag. Those who see it usually smile philosophically. If they were rich, they wouldn't be working for someone else would they, smart or not? But the smart way to get as rich as you can under the circumstances is to join the Thrift Club at work. This way you save as you earn. It's painless, and so pleasant when you see your passbook. Then, too, there's 3% interest and the fun of spending for extras you probably wouldn't have saved for any other way. Try it—it's really effective—a *P.O.S.B. Thrift Account*.

P.O.S.B. THRIFT CLUB

NOTHING SUCCEEDS LIKE SAYING!

something about it. There are two things we can do. We can build stop banks to control, or we can use the river's energy for the production of power and fertility.

In the same way we can try to stop the adverse impact of change by tariffs, quotas and restrictive measures, or we can meet change with energy and progressive thinking, turning it to our advantage.

Which is it to be? Obviously, our way to progress is through creative channels, and we can't go on damming up weaknesses year after year. Sooner or later things are going to get too much for us, and there will be a general collapse.

I don't need to remind you how heavily dependent we are on a narrow range of exports. We are now finding some of these difficult to sell at a profit, while others are being threatened by substitutes with equal or even superior qualities. Synthetic fibres threaten wool and enriched vegetable fats increasingly threaten butter.

The threat to New Zealand of the European Common Market has been somewhat delayed by the temporary rejection of Britain, but this is only a respite in the rate of change.

The best way to manage change is to lead it. We must cultivate creativeness, originality and productivity as a nation by making this a deliberate programme, rather than the chance development that it is now.

We must adopt a new attitude of mind, in which we look upon the quality of creativeness and originality as our most precious resource, to be cultivated and developed with the same devotion

and planning that we have put into our agriculture, for instance.

To do this our education system must recognise the value to the country of superior intelligence, and then do everything within its power to develop this basic resource to the full.

Millions of words have recently been written about our education system and I agree with most of the things that were said, but I don't feel that we are thinking sufficiently about change, or doing enough for the creative child.

I want to impress on you the importance to New Zealand of these few—perhaps five per cent—of our children. They are the ones who will generate new and fruitful ideas; they are the ones who will be our thinkers and leaders of the next generation; and they are the ones who will use the winds of change to our advantage.

Is it too much to ask that not only do we encourage them to do this well, but help them to do it superlatively well?

Carrying this theme further, we must also develop and encourage our gifted teachers. An outstanding teacher can, with his enthusiasm, see his ability multiplied a hundredfold in his pupils. Every member of the community will have to take an interest in these men and women and help them to keep their enthusiasm at a high pitch.

The field which offers the biggest rewards for the exercise of creativeness is, I am sure, that of science and technology. But what is our national outlook in this field?

In New Zealand now, less than one per cent of the value of our

SNAP through all your SNAP FILING



with New

Olympic

INSTANTANEOUS

SPRING-BACK FILES



The First Locally-Made File of its type on the market, the Olympic "Spring-Back" is a high quality addition to the famous range of Olympic Office Stationery. Available in Quarto, Medium and Foolscap Sizes.

ASK YOUR STATIONER

national production is spent on the science and technology upon which the health and progress of this production so greatly depends.

I don't think New Zealand, as a country, values intellect, except perhaps as another item of export, for the encouragement of science is so meagre that, every week, creative men are leaving the country, with small hope of return.

One of these men, when paying the land of his birth a visit recently, said, "If we were losing All Blacks at the same rate, there'd be a hell of an outcry!"

One school of thought advocates that it would be cheaper to encourage our scientists and engineers to go abroad and work in larger centres of research and study, and then return.

In most fields of science the essentials are creativeness, energy and mental ability, for which immense laboratories and astronomically expensive equipment are not needed. This is particularly the case in the efficient development of our manufacturing industries and even more so in the newer sciences of biophysics and biochemistry, both of which are important in the future development of our agricultural and pastoral industries.

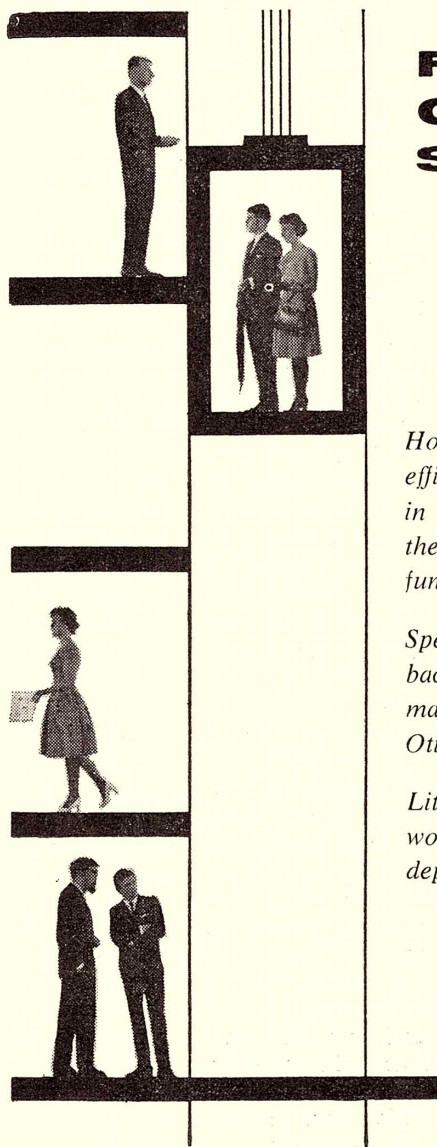
Although most problems are world-wide, local variations are often important. Even if teams of scientists working in other countries could supply us with all the answers we want—as soon as we want them — we would still need to have able people working in the same field to apply these answers, or to adjust them to our particular variations of the problem.

We must realise that New Zealand's future depends on the use she makes of science and technology, and this cannot satisfactorily be done second hand by second rate people.

I am reminded of Professor Toynbee's theory that our present European civilisation has passed its zenith and is even now in the process of decay. He has compared our civilisation with 21 former civilisations which began with dynamic progressiveness, guided by a gifted minority until impeded by a proletariat that gradually became more numerous, more indolent and more ignorant. Finally, each of these civilisations were overrun by the barbarian. I have tried to deduce a definition of "barbarian" to see where Toynbee thinks our civilisation is heading. The nearest I can approach to it is a group with more energy and less inhibitions.

But is Toynbee necessarily right? Civilisations certainly have developed, left their mark on the world and disappeared like a growing and dying organism—and they have died, inevitably, through lack of directed energy. Are we doomed to the same fate? We certainly have a proletariat growing in numbers and in relative ignorance, life is becoming easy and soft, with far too much time spent in pleasure. Is this the inevitable downward path, from which there is no way out?

I don't think so. I think that creative science can increase the energy content of civilisation. We can suffer a proletariat as long as the dominant minority is composed of people with great mental energy and integrity to use it wisely.



PATTERN OF SERVICE

How unobtrusive yet how efficient is the Otis elevator in action. Blending perfectly with the architectural design . . . functional and effective.

Speedy and silent in operation . . . backed by a round-the-clock maintenance service by skilled Otis mechanics.

Little wonder that all over the world more and more people depend on . . . Otis.



OTIS ELEVATOR COMPANY LTD.

PHONES: AUCKLAND, 21-874; WELLINGTON, 54-723; CHRISTCHURCH, 70-403;
DUNEDIN, 70-803.

OFFICES IN OVER 500 CITIES THROUGHOUT THE WORLD

Spending three and a half million pounds refitting a warship to try to keep out the barbarian is useless unless ten times this amount is spent in developing our creativeness. To look at a frightening red glow in the northern sky and say, "We are only a small group of people—there's nothing we can do about it here," is pointless. It will not be the ideology that can produce the biggest and best atomic bombs that will survive but the ideology training its people best in the things future generations will need to know, particularly the sciences and technologies.

Anthony Sampson, in "Anatomy of Britain," gives a disturbing story of what makes Britain tick—and what's holding her back from ticking as she should. Here again, the opposition to change and progress that happens not by chance, but by design, is most disturbing.

What, then, of the future?

First of all we must think further ahead, looking at development of industry in ten and perhaps 20 years' time.

We must be ready with techniques, technologies and equipment that will be needed then.

We must develop in depth and, in doing this we should talk more science, use more science and support more science. We may be short of raw materials but we are not short of skills, nor are we short of original thinkers.

The important thing is enthusiasm and the creative spirit. This does not only apply to scientists, for in New Zealand we tend to play safe, to lie back and to think small. We must fight this tendency to depend on our brakes, rather than the engine.

And if there are hills to be crossed in the future—and there may even be mountains in the middle distance—we must do more about the engine. Now is the time to do it.



Put This in Your Bathroom Cabinet!

A new battery-operated thermometer can record a patient's temperature within three seconds, and to a degree of accuracy of 0.1 degree (compared with at least two minutes and an accuracy of 0.2 degrees with a normal thermometer). Known as the Dependatherm 303, it is easily portable. It is equally easily worked—all that is required is to place the electronic probe in the patient's mouth (or his armpit), press a button and within three seconds the temperature is recorded. It is claimed that the operating battery will record 4,500 temperatures before it requires a renewal.

Oil Remover

Oily patches on sea-water and factory floors can be easily removed by a coated sandy material developed in Denmark. The grains consist of particles of silica-sand with a coating of carbon of only 1 per cent of the total weight.

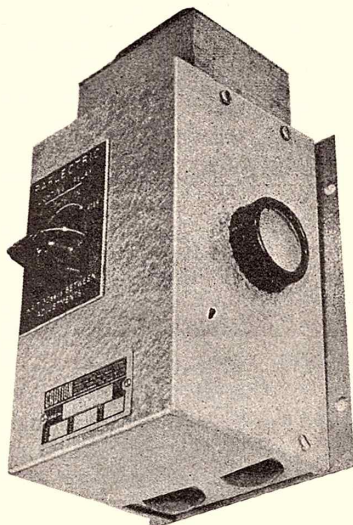
The makers claim that oil patches on the sea have only to be sprayed with the material to make the oil disappear for ever. Roads and floors can be cleared easily by brushing the sand over them. The carbon layer absorbs the oil and never releases it to recontaminate the water. The sand gradually sinks to become part of the seabed.

SAVE MONEY ON LIGHT BILLS

by

Installing a PARLECTRIC light sensitive relay

PARLECTRIC light sensitive relays will automatically switch lights on or off, according to brightness of natural daylight.



You SAVE on light bills by having lights needed on darker winter mornings automatically turned off when full daylight takes over. As late afternoon darkness sets in, or overcast conditions occur, the lights will automatically switch on again.

THE UNIT SOON PAYS FOR ITSELF

Photo-cell Operated

Price £25-0-0.

TRADE ENQUIRIES WELCOMED

Wm. J. PARLOUR LTD.
161 ALBERT STREET
AUCKLAND

P.O. BOX 5320

PHONE 21-626 (4 Lines)



LONDONER LOOKS AT BUSINESS

Harold Rose

More Hotels

THE London Hilton opened with some 500 first-year bookings for banquets and international conferences, and enquiries for a great many more until 1969. More than 850 people can be accommodated in 512 rooms, and those at the front of the 30-storey building will enjoy a view as far as Guildford, 30 miles away. There are five restaurants, including one on the roof overlooking Park Lane and Hyde Park.

Next spring, beyond the park, alongside Kensington Gardens, a new all-British hotel will be opened named the Royal Garden. A development of City Centre Properties, the hotel will be operated by Oddenino's Property and Investment Company, who made Oddenino's Hotel in Regent Street so famous. The new building, on the site of the old Royal Palace Hotel, pre-war favourite place of visiting royalty, will have 527 rooms, including suites. Automation will ensure efficiency, with installations that include an electronic control system to automatically advise the reception staff which rooms are occupied, which

are free and ready for immediate occupation.

The hotel will be the first in the world to be equipped with teletype machines controlling all services for guests. Instead of using press-buttons for maids, valets and waiters, guests simply dial one number and give their orders. An immediate teletype relay will ensure faster service. Other features will be a roof-top night-spot, a conference room equipped with multilingual translation service and closed circuit television. These can be connected to sets in the bedrooms, so that a fashion show or other display staged in the hotel can be seen in greater comfort. It will also be possible to interrupt programmes and flash important messages on screens. A number of roof-top private executive banquetting suites served by their own kitchen will be provided for business luncheons and board meetings.

In the west, Bristol will have a drive-in hotel with 215 rooms, accommodating 360 guests, on a site near the city centre. It will be the first of its kind in Britain and

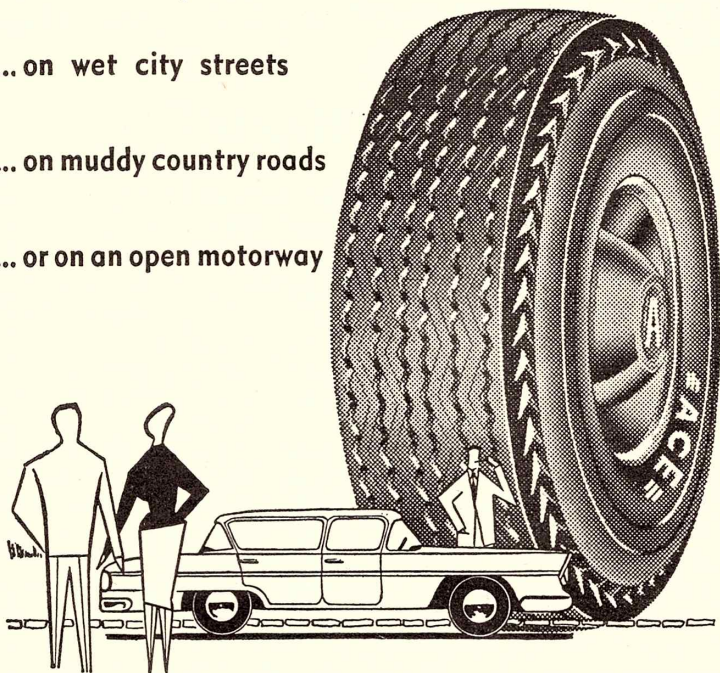
REPLACE WITH 'ACE'

. . . they're miles better!

... on wet city streets

... on muddy country roads

... or on an open motorway



This one's built to go the distance with that happy feeling of absolute SAFETY for all who ride in your car. It's got a way with roads that does away with roughness. Lots of long-lived features, too, like the exclusive deep tread that's got what it takes to stand the goff and still give a greater mileage. Bring on the miles — they bring out the best in ACE.

For safety's sake —
for your pocket's sake
REPLACE WITH 'ACE'

**YOUR TYRE DEALER WILL
FIT THEM WITH PRIDE**



Distributed by **E. W. PIDGEON & CO. LTD.** throughout N.Z. AT.30

will cost £750,000. Work is scheduled to start this summer. After registering on the ground floor, guests will park their cars on the same floor as their rooms.

A new £250,000 luxury hotel opened in St. Helier, Jersey, at the end of May. Called the Hotel de la Plage, it has been built by the Seymour Hotel Group, who run six large hotels on the island, and specially designed for luxury holidays. Of the 102 bedrooms, 60 have private bathrooms and 50 of these have their own private sun balcony. The hotel is on the Havre des Pas beach and has two large sun balconies on the first and second floor.

More Chop-Chop?

BBRITISH European Airways, pioneers after the war of helicopter services, are hoping the Government will allow them to buy from America a twin-rotor helicopter, capable of carrying 25 passengers, which would enable them to develop this side of their business. They already meet a considerable demand for helicopter services for crop-spraying, construction and engineering, aerial survey, publicity and photographic assignments, and from top business executives to whom time is always money.

Scope for increase is in the latter category, and the kind of aircraft BEA are trying to purchase would also give them the means to restart and run economically the shuttle service between city terminal and airport, a journey at present very tiresome by road, as it is in many places all over the world.

Air Fair

A FAIRLY high proportion of continentally-minded holiday makers still resists air travel and a fair was held recently at war-famed Biggin Hill field in Kent, to promote greater interest in this form of transport. National, as well as independent, airlines, together with numerous travel agencies and tourist organisations, participated; large airliners, club and business aircraft were on show.

Faster Pilgrimages

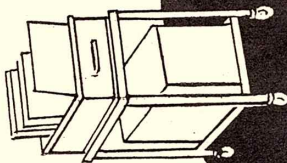
THE French Government have given British United Airways permission to operate their new route between London and Tarbes from the beginning of June. This is the first direct link between London and Tarbes, which is the nearest airport to Lourdes, and special facilities are available for the carriage of invalids. Tarbes is also the most convenient airport for travellers to the region of Pau and the High Pyrenees.

Rock Fishing

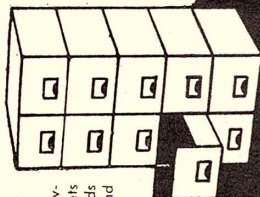
THE annual International Deep Sea Fishing Championships will take place in Gibraltar from 2-7 September. Marine life around the Rock is considerable and Gibraltar is a good holiday centre, three and a half hours' flying time from London, within easy reach of Spain's Costa del Sol and conveniently near Tangier. Attached to the entry form for anglers is a sheet on which final results can be marked. Two of the headings are "Heaviest Fish (Gentleman)" and "Heaviest Fish (Lady)." What, no mermaid!

Ledger Posting Equipment:

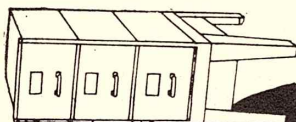
The quickest, most efficient way of handling machine accounting ledgers.

**Card Cabinets:**

Strong and space saving, the cabinets make card records more accessible and easier to use.

**"Buildon" Vertical Filing Cabinets:**

The low priced way of building up a filing installation.



NO FILING BREAKDOWNS WITH PRECISION



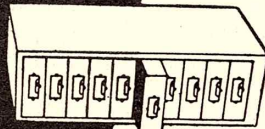
For prompt quotations write or phone:

PRECISION
ENGINEERING CO. LIMITED

Wellington P.O. Box 381 Phone 55-082
Auckland P.O. Box 278 Phone 43-363
Christchurch P.O. Box 422 Phone 77-127

P.E.13

Traymobile Bases:
Are used instead of trolleys where a filing drawer is required for inactive ledger cards.



Pre-V-Dex: Documents can be found easily, read conveniently, with Pre-V-Dex. The flat filing that reads like a book.

Make sure your filing system gives you no headaches — make sure with Precision equipment. Precision equipment is manufactured in an up-to-date metal manufacturing plant. And from the Precision factory comes efficient, top quality and well finished products... all at the lowest possible price.

Black Forest Spa

AN internationally famous haunt of our immediate forbears has renewed its popularity without becoming a resort in the usual sense of the word. A generation ago royal and other top people took the waters at Baden-Baden, on the fringe of the German Black Forest. Although the place has always been noted for its thermal bathing establishments, where many people go for cures, businessmen in need of a rest and visitors on holiday are now discovering that the spa offers a great deal more.

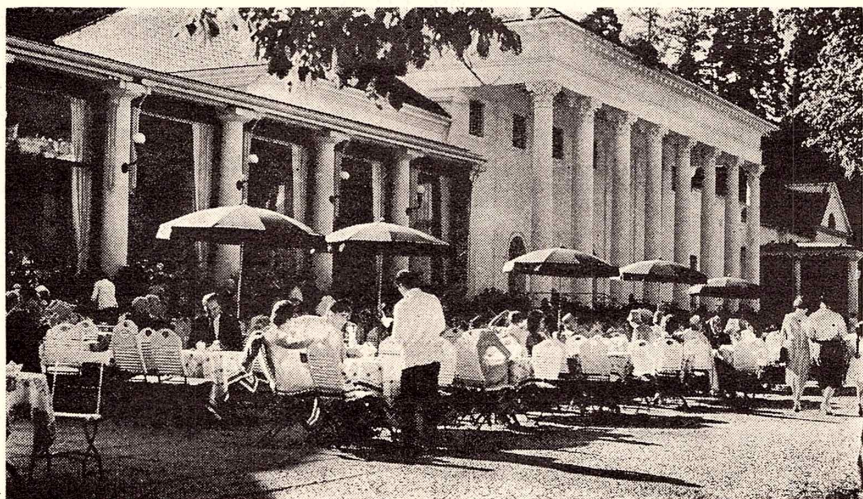
Main attraction, behind the elegant, white classical facade of the Kurhaus, is the Casino, recently described by a famous visitor as "the most beautiful one in the world." It has existed for over 200 years, is the oldest in Germany, and its historic rooms are really magnificent. On special occasions, gamblers in the Pompadour Room play with gold and silver counters. Recent visitors

included the Duke and Duchess of Windsor, the Shah of Persia and his Queen. At the close of the International Racing Week in nearby Iffezheim, the climax of the season is the gala ball in the Casino.

In the open air auditorium in front of the building, the spa symphony orchestra gives concerts, and there are performances by prominent singers and other orchestras. Modern and classical plays are produced at the small Baroque theatre, other important events include the international tennis tournament and the Baden-Baden Motor Rally.

Many congresses and conferences are held at the Kurhaus, in rooms catering for as few as 20 or as many as 1,500 delegates.

Among the hotels two of the best known are the Europaischer Hof with its pleasant restaurant overlooking the little River Oos that runs below the windows like a shallow, moving moat, and the splendid Brenner Parkhotel, the



Open air cafe in front of the Kurhaus, Baden-Baden's social centre.

Are you missing out on the world trend to Jet-Age Air Cargo?



Air Cargo'd with Care . . . to anywhere!

These orchids for milady were picked yesterday . . . 8,000 miles away! And yet they're glass-house fresh, flown by Qantas Air Cargo. It's merely a matter of expert packaging and V-Jet speed. Qantas tucked these fragile flowers gently into test-tubes, kept them moist and nurtured in flight. Whether **your** shipment is an orchid or an orangoutang . . . "live" or industrial . . . you can count on Qantas to handle it with an efficiency and skill born of 42 years of air cargo experience.

Air Cargo to the World. Qantas Air Cargo, with its associated airlines and interlining facilities with over 90 IATA airlines, enable you to airfreight your goods to anywhere in the world. Qantas has the experience, the know-how, the equipment, the people and the aircraft to enable it to offer you fast, dependable Air Cargo services to almost any part of the world.

Major Markets only Hours Away In effect, Qantas brings you **instant** world markets. Think Qantas Air Cargo and think in terms of hours, not weeks. Rest assured that Qantas has an appreciation of the importance to you of the arrival on time and in perfect condition of the merchandise you entrust to their care.

42 Years of Dependable Service The oldest established airline in the English-speaking world, Qantas has grown up in the Air Cargo business and has helped to make Air Cargo the dynamic force it has become in the expanding world of international trade. Next time you want to get your product there in a hurry, specify Qantas to your Air Cargo Agent or contact Qantas, Teal, N.A.C.

QANTAS AIR CARGO

42 YEARS OF DEPENDABLE SERVICE

QANTAS AIR CARGO LINKS NEW ZEALAND DIRECTLY WITH MAJOR WORLD MARKETS

Qantas operates fast, frequent, services to Australia, South East Asia, the Orient, the United States, India, the Middle East, Europe, Great Britain and South Africa.

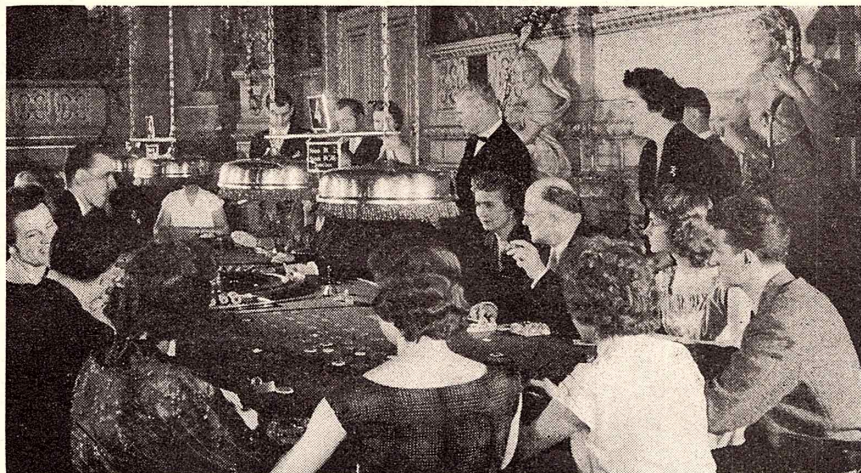
Low special commodity rates assist New Zealand exporters.

As an aid to developing New Zealand export trade, Qantas carry New Zealand products to world markets at low special commodity rates. These low special commodity rates can be readily negotiated with Qantas by any exporter who makes regular shipments overseas.

Qantas world-wide, network of routes offers New Zealand exporters and importers a fast Air Cargo link with world markets with a minimum of handling and warehousing.

AK 810

QANTAS EMPIRE AIRWAYS LIMITED, in association with Air India, B.O.A.C., S.A.A. and TEAL. TEAL, QANTAS' general sales agents in New Zealand.



All eyes are on the roulette wheel at Baden-Baden's casino.

first hotel ever run by Caesar Ritz. Attractions at Baden-Baden include a fine, landscaped golf course, tennis courts, three night clubs and many excellent shops—especially those on the Colonnade in front of the Kurhaus, one of which sells the attractive Karlsruhe ceramics.

A Word For It

THE Greek National Tourist Organisation recently commented on the growth of tourism in Greece. Despite the extreme winter suffered all over Europe, Greece had 31,337 visitors during the first two months of the year, compared with 28,163 for the same period last year. At the end of 1962, there were over 61,000 hotel beds in the country, an increase of 20,000 in 12 years. By 1968 there should be another 20,000 increase. The 12-storey Athens-Hilton opened recently, with 480 rooms in the city's tallest building. From its roof garden visitors have a wonderful view of

the city, the Acropolis and the sea. Yachting visitors to Greece have increased considerably. Last year 2,000 foreign yachts anchored in Greek ports, compared with 739 in 1961. An even greater increase is evident in the number of foreign visitors chartering Greek yachts—a result possibly, of the construction of 34 yacht service stations around the coast of the mainland and on many of the islands.

Swiss Miss

STUNG by their unfortunate lack of public relations thinking, Zermatt authorities have done their best to make amends. Hotel managements are now advised to accept cancellations and return booking fees if requested—even in other parts of Switzerland. Arrangements have been made for adequate compensation covering medical costs of those who contracted typhoid. They will also be invited to spend a two- or three-week holiday in Switzerland at a resort of their own



Rubber has the ability to assume many forms and almost infinite characteristics.

Reidrubber has the ability to produce specific rubbers — hard, soft, black, white, coloured, in a shape or size to fit your requirements.

Discuss your special requirements with our technical specialists.

As leaders in industrial rubber, Reidrubber are in the best position to solve your rubber problems.

Reidrubber
Industrial Rubber Dept.

REID NEW ZEALAND RUBBER MILLS LIMITED, AUCKLAND

choice. This is fine, and doubtless acceptable to all concerned—but the whole affair underlined a colossal failure to make proper use of public relations in a country which relies so much on its revenue from tourism.

Italian Plots

BBRITISH capital is behind what may become Europe's largest all-year international residential and holiday resort at Rosa Marina,

between Bari and Brindisi on Italy's Southern Adriatic coast. Rosa Marina Estates, owned by International Land Development of London, cover 350 acres, and are divided into quarter-acre plots. Britons are among the buyers—more than 200 sections have already been sold—and plots are also being offered to Commonwealth and American purchasers at £525 each. When fully developed, Rosa Marina will have hotels, a motel, restaurants, shops, cinema, sports centre and churches.



Liquid Helium for Space Age

For the past 12 months a small plant outside Amarillo, Texas, has been supplying American aerospace firms and laboratories with substantial quantities of a vital but hitherto scarce space age commodity, liquid helium, that is difficult to produce. The plant, operated by the Union Carbide Corporation, is the free world's most important commercial source for the ultra cold (minus 452 degrees F.) fluid.

Liquid helium was used in the history-making pioneer trans-Atlantic television Telstar broadcasts last year. Through it the powerful "maser" for receiving the signals was cooled down to suppress electronic noise and clarify signals normally too weak to be intelligible.

Helium is the most difficult of all elements to liquefy because its boiling point is lower than that of any other gas and only 7 degrees F. above absolute zero. Storage is equally difficult because a slight heat leakage will soon vaporise it.

There is a growing demand for liquid helium in the simulation of outer space environments to test materials, equipment and systems for space exploration.

N.Z. Naval Surgeon Leads 10d-a-Week Industrial Health Team

A former Royal New Zealand Navy surgeon and industrial health adviser to one of Britain's top industrial organisations has been appointed medical director of the Midlands' first free-enterprise industrial health service formed in Staffordshire. He is Dr T. W. Jones, who served in the Royal New Zealand Navy during the Korean War as a Surgeon-Lieutenant.

This new industrial health service has already attracted a number of engineering, garage and bakery firms in the U.K. Midlands with a combined payroll of about 4,000. It will cost employers 10d a week for every employee on their payroll and is designed to help small concerns who have no resident medical staff.

The medical director will control a team of qualified supervising nurses. They will make daily visits to member companies, and will advise on industrial health hazards, medical and first aid facilities, industrial accident prevention and carry out treatment normally undertaken in large organisations by permanent medical staff.

The Nuffield Foundation in Britain has made a grant of £20,000 to the industrial health service towards the development of the service in its early years.

**You can
rely on the
Bank of
New Zealand**



New Zealand's own
Bank—more than 100
years of service.

7.2D



**... TO GIVE YOU THE DOMINION'S MOST
COMPREHENSIVE BANKING FACILITIES**

For more than a century, the BNZ has played a vital role in the commercial affairs of our country . . . the *only* trading bank wholly owned by and operated by New Zealanders in the interests of New Zealand. Whatever type of business you operate, you'll find your local BNZ Branch is familiar with your problems and well equipped to assist you in your requirements.

BANK OF NEW ZEALAND

A king and queen conduct . . .



A BIBLICAL TRADE MISSION

King Solomon and the Queen of Sheba realised the value of trade between their two kingdoms. The queen's visit encouraged trade that enabled Solomon to become the richest king of his time.

The Very Rev. C. W. Chandler

THE Queen of Sheba has now become a legendary figure. The Kingdom of Sheba lay in Southern Arabia, and was rich in spices, myrrh, ebony, gold, panthers, apes, sandalwood and a host of other exotic articles that found a ready market in Solomon's kingdom.

Fleets of sailing ships carried on a vigorous trade as long ago as 1000 B.C. Commercial intercourse between Yemen, Saudi Arabia and Aden (to use their modern names) and Solomon's kingdom, with Jerusalem at its centre and the port of Ezion-Geber at the northernmost extremity of the Red Sea, was vital to all concerned.

It is not surprising, therefore, that trade talks were conducted at the highest level.

In I Kings, 10, we have an account of the famous visit of the Queen of Sheba, ostensibly to question Solomon about his religion, although behind it all

was her desire for trade promotion. She began by talking to this wise monarch about his wisdom and about the magnificence of his palace and the greatness of his person, and in all this she was very subtle. But before we proceed, we will turn to the Koran, the Mohammedan scriptures, for confirmation of the happenings recorded in our own Bible concerning this matter.

In the Koran, in Surah (Chapter) 27, it is recorded that a certain messenger returning from Sheba, whither he had been sent by the king, now reported on his findings.

"Lo," he said, "I found a woman reigning over them, and she hath been given abundance of all things and hers is a mighty throne. Moreover," he continued, "I found her and her people worshipping the sun instead of Allah."

"So they worship not Allah," said Solomon. "Who bringeth forth the hidden in the heavens and the earth, and knoweth what ye hide and what ye proclaim?"

Thereupon, Solomon sent a letter to the Queen of Sheba to

TO INCREASE YOUR SALES . . . *This is the Answer!*

THE BUSINESSMEN'S RECORD CLUB

THE BUSINESSMEN'S RECORD CLUB, already launched in Auckland, is creating tremendous interest. The Club brings to New Zealand, discs by many of America's top-selling salesmen. These are discs with a **PROVEN SUCCESS RATING** overseas. Each and every one of your sales team will **BENEFIT IMMENSELY** from hearing these records. **WE GUARANTEE RESULTS!** But — write today, use the coupon below. By return you'll receive an outline of the Club's activities, and advantages. You will be under no obligation, naturally. Remember—**EVEN THE BEST SALESMEN CAN BE A LITTLE BETTER.**

The Businessmen's Record Club in association with Technical Books, recommends these books. They should be in **YOUR LIBRARY!**

How to Win Friends and Influence People	14/6
How to Sell Your Way Through Life	29/6
Success Through a Positive Mental Attitude	27/-
The Success System That Never Fails	54/-
How to Develop a Super Power Memory	25/-
Think and Grow Rich (also on Record)	27/6

Mail this Coupon Today! Receive full details on the Businessmen's Record Club by return

Special Introductory offer—**FREE DISC ON JOINING. MAIL NOW!**
Order any of the above books on this coupon. If you enclose cash with order, we pay postage.

TECHNICAL BOOKS LTD.

BOX 5402
AUCKLAND



Also at
Wellington.

☐ Please send details of The Businessmen's Record Club.

☐ Please send copies of

..... Name

..... Address

enquire for himself about her religion and estate.

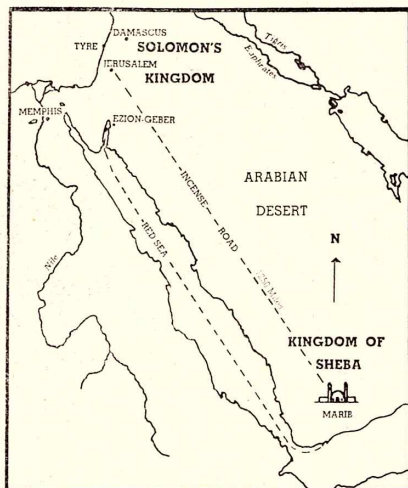
Upon receipt of this letter the Queen was beside herself with joy, as she exclaimed, "This is from Solomon, and Lo! It is in the Name of Allah, the Beneficent and the Merciful."

After costly preparations had been made, a camel train set off across the Arabian desert, along what was known as the Incense Road, *en route* to Solomon's kingdom and his palace in Jerusalem. It must have been a long and tedious journey, with many stops along the way. Arriving at last at their destination, the Queen came to the door of the King's chamber wherein Solomon sat in royal state, waiting to receive his distinguished and, withal, very beautiful visitor. As she made her entrance she lifted her gown and bared her legs, for she mistook the smooth glass floor for a pool of water. When realizing her mistake, she hung her head, and said, "My Lord, I have wronged myself and I surrender with Solomon unto Allah, the Lord of the worlds!" So much for the Koran.

Camels were unladen, gifts of gold and precious stones were laid before the king. Solomon was overcome by her gifts and her beauty and he poured out his heart to her, withholding nothing. Likewise, when the Queen had had time to take in all she saw of the extravagance of Solomon's household, she too was overcome, "and there was no more spirit in her."

Then it was that she used the subtlest of all weapons in her feminine armoury, flattery.

She told the king that she had heard of his wealth and wisdom,

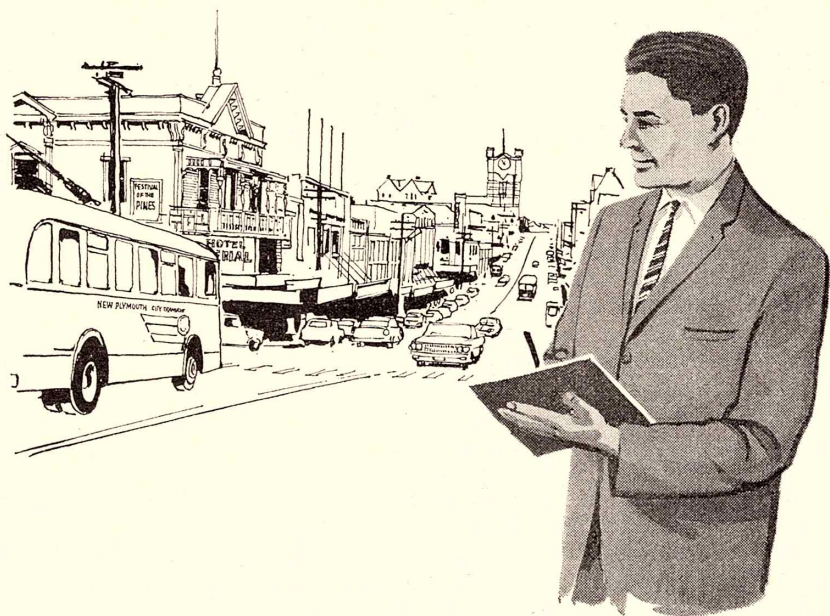


but not until she had seen it for herself could she believe it. "And now," she said as she stood beneath the throne of Solomon, "I realise that not half had been told me."

"Thy kingdom and prosperity exceedeth the fame which I heard," she continued. "Happy are all who stand continually before thee and hear thy wisdom."

It is a highly picturesque scene, and art has fully exploited it. In the Sydney art gallery there is a picture that the artist must have used ladders and trestles to paint. It covers a whole wall in one of the spacious galleries, with peacocks, apes, massive bowls of fruit, attendants, courtiers, slaves, ebony-faced eunuchs and the queen herself in all her regal splendour mounting the steps to the throne.

She, in return, received from King Solomon much of his royal bounty, and then set off for home, with the camels hardly less heavily laden than when they came.



Looking at New Zealand . . .

THE U.B.D. MAN IN NEW PLYMOUTH. Whether he's at the top end or bottom end of Devon Street you can be sure the U.B.D. Man is thinking of you. For he's the man who makes sure that you, and other people all over the country (abroad too) can find in the U.B.D. the accurate facts and figures about every single business activity in New Zealand. Throughout his particular territory, the U.B.D. Man is constantly on the job of keeping those statistics right up-to-date. In a city like New Plymouth, with its urban population of over 33,000, its 339 factories and 426 retail establishments — this is a service of vital importance. The fact that you and business people everywhere can rely with complete confidence on the information given in the U.B.D. is entirely due to the essentially personal service and meticulous attention to detail that typifies every U.B.D. representative. And that is the fundamental character of every one of the nine regularly published U.B.D. volumes . . . individual . . . infallible . . . invaluable.

UNIVERSAL BUSINESS DIRECTORIES LTD.

KINGSTON STREET, AUCKLAND.



It had been a most successful business trip, for the trade talks had swift and lasting results. Henceforward ships plied to and fro on the Red Sea, and "ships of the desert" padded their way up and down the Incense Road.

In the very first year of the new trade relationship, no less than six hundred and three score and six talents of gold, besides spices, precious stones, apes, and peacocks, that merchants in Arabia

despatched to King Solomon. The whole of I Kings 10 is worth reading.

In Luke 11: 31, we find a reference that Jesus made to what I have recounted herein. He said, "The queen of the south shall rise up in the judgment with men of this generation, and condemn them: for she came from the utmost parts of the earth to hear the wisdom of Solomon; and behold, a greater than Solomon is here."



U.K. Robot Training for Tomorrow's Technicians

The need to provide trained technicians to meet British industry's ever-growing demands poses many problems, not the least being a shortage of instructors. For this reason more and more educationalists, scientists and inventors in the U.K. are giving increasing thought to stepping up the use of mechanical aids in teaching.

Industry today is offered a variety of automatic teaching devices, and the choice is likely to grow wider still as some of the newly set up manufacturing and distributing organisations get into their stride.

The more advanced models look like small television sets, but the basic principle in use is comparatively simple. Study material is presented to the pupil piecemeal and, after each section, questions also appear to test how much has been grasped. In some models the pupil writes down his answers, and the correct answers are flashed on the screen for comparison. In other machines, a number of alternative replies are shown, the pupil being left to select the one he or she thinks correct.

If the pupil passes this test satisfactorily a further section of instruction is projected and the lesson proceeds. If not, the first section is repeated until its essentials have been fully assimilated.

Research into robot teaching and its educational possibilities has already been conducted by the universities of Aberdeen and Sheffield. And only recently Mr R. Gresham Cooke, M.P. for Twickenham, told Britain's House of Commons that : "... guided aright, programmed instruction and its concomitant, the teaching machine, can be one of the foremost weapons in our task to which we are committed, namely, the modernisation of Britain."

Air Pollution Measurement

A new instrument has been designed in England for the continuous automatic measurement and recording of the sulphur dioxide pollution of the atmosphere, for there is a growing amount of information to suggest that sulphur dioxide is a greater danger to health than so far realised.

In industrial areas, a sulphur dioxide content of the air ranging from 5 to 20 parts per 100 million is common. On the other hand, levels of 50 parts in 100 million have been known under smog conditions and this latter concentration makes breathing unpleasant and is certainly unhealthy.

In operation, the machine draws in air whose dioxide content is made to react with hydrogen peroxide to form sulphuric acid. The electrical conductivity of the solution increases in proportion to the amount of sulphuric acid formed and is thus proportional to the amount of sulphur dioxide present in the air.

Now Obtainable at **VICTORIA BOOKS**

TYPEWRITING SELF-TAUGHT **only 3/-**

This book is a godsend to those who wish to learn to type yet cannot spare the time to attend classes. If studied carefully it is simple to put into practice what it teaches in its compact 40 pages.

For fingering practice there is in the centre of the book an open-out chart, identical in size with the keyboard of a four-bank standard machine. Full instructions as to the buying, using and upkeep of a typewriter are clearly set out.

For the modest outlay of a few shillings the conscientious office worker can soon learn to type with ease, accuracy and at a fair rate of speed.

by **KATE STEVENS**

CONTENTS

Buying a Typewriter	Typing of Verse
Operating a Typewriter	Variable Line-spacing
Plan of Instruction	Combination Characters
with Exercises	Decorative Effects
Setting Out of Letters	Stencil Cutting
Envelope Addressing	Making Corrections
Paper	Feeding Paper
Centre of Headings	Backwards
Line-End Division	Carbon Copies
Typing of Plays	Ribbons
	Care of the Machine

TYPISTS' QUESTIONS ANSWERED **only 4/9**

CONTENTS

- Office Equipment and Efficiency
 - Correspondence
 - Punctuation
 - Quotes ● Figures
 - Display
 - Literary Work
 - Stencilling
 - Special Devices
 - Filing
 - Indexing
- and a comprehensive list of useful reference books

STENCILS!

STENCILS!

STENCILS!

**NOW AVAILABLE, STOCKS OF KOPYMASTER DUPLICATING
STENCILS**

45/- per Box of 48

VICTORIA BOOKS

Cnr. VICTORIA & FEDERAL STREETS, AUCKLAND. Phone 20-523

LAYING DOWN THE LAW!

Barrister



Camera Obscura

A DECISION given in the Supreme Court of Ontario, concerning the liability of the owner of a warehouse where goods were stored, was regarded as of sufficient importance to be recorded in an English commercial law report, and is of importance to those who store goods and those for whom goods are stored. The decision was in actions brought by the importers and owners of two cases of German cameras valued at a total of over \$4,000. These cases were brought to Toronto on a vessel named *Ophelia*, were unloaded and accepted into the custody of a Stevedoring Company whose business it was to receive and store goods in their warehouse, a service for which they charged and received due payment. The warehouse had a locker area where goods liable to be pilfered were kept apart from the area for general storage. The cases of cameras should have been, but were not, placed in the locker area. When the importers of the cameras called for them, the two cases could not be found and the evidence showed that they must have been removed intact without

being opened in the warehouse. The evidence also showed that very strict guard was kept, so that unauthorised strangers could not enter the warehouse, and the trial Judge held, on the evidence of the warehouse manager, that the care taken to guard stored goods was such as to indicate strongly that no person except an employee of the Stevedoring Company could have walked off with the cases of cameras. The Judge held, therefore, that they were converted by an employee of the Company while engaged in the course of his employment; it was only while so engaged that he had access to the goods. Had the Company been able to show the probabilities to be that an outsider had stolen the goods despite reasonable care, it would not have been liable, but unfortunately the evidence of the company's manager showed that it was most improbable that any outsider could get even a foot into the warehouse.

The law applied in the Canadian Court was the law laid down in an English textbook, that a custodian for reward (which the Stevedoring Company was) is

Temperature, colour and materials can have a big influence on staff performance. Here are hints on...



Raising Efficiency Through Better Offices

Office planning is a virtually limitless field, in which lighting, acoustics, air conditioning, environment and efficient use of highly valuable space must all be taken into account. Some of the rules that govern planning are discussed in this article.

Kendrick Howard

WITH building costs spiralling and office rents rising, some...



Modern Partitioning makes for increased efficiency in 'an office divided'.
Architect: Noel Bierre, Dip.Auck., A.R.I.B.A., A.N.Z.I.A. Contractor: Fletcher Construction Co. Ltd.

ECONOMICAL - EFFICIENT - VERSATILE

GIBPANEL

PROVIDES THE COMPLETE ANSWER!

This photograph illustrates a use of Gibpanel partitioning providing the maximum light distribution and air circulation throughout an office, and at the same time permits "cellular" departmental grouping under adequate supervision. "GIBPANEL" can be erected and painted in less time than it takes to frame up some more conventional methods.

Winstone Limited will quote from your plans or forward complete constructional details.

"GIBPANEL" is supplied in modular sizes that can be moved at any time with little bother or expense.

Supplied by

WINSTONE LTD.

P.O. Box 395, Auckland

Branches throughout N.Z.

WINSTONE LIMITED,
Technical Services,
P.O. Box 395, Auckland.

Please forward me, by return mail, complete technical and constructional information on Gibpanel.

Name

Address

Phone No.

WGP2-3

bound to take reasonable care of the goods entrusted to him and, whilst not liable for loss due to accident, fire or acts of outsiders, is liable for the negligence and wrongful acts of his servants committed within the apparent scope of their authority. The Judge held that the facts of this case brought it within this statement of the law and the Stevedoring Company had to pay for the cameras.

This decision does emphasise the high standard of care imposed on those undertaking the storage of goods, a standard which is defined as "that care and diligence which a careful and vigilant man would exercise in the custody of his own chattels of a similar description and character in similar circumstances." A storer of goods must keep them safely and deliver them to their owner when required and if, through the acts of his servant who is his agent and for whose acts he is therefore liable, the goods cannot be delivered when called for, he is liable to make good the loss.

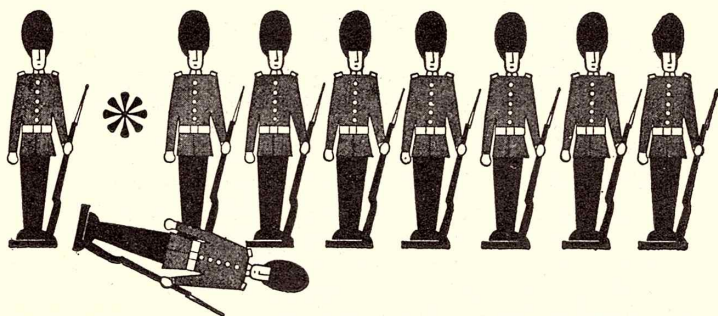
There are cases where the owner of the storage premises can be liable for loss due to theft by an outsider, for example the *New Zealand* case, where a garage proprietor was held liable for the loss of a car stolen from his garage. The theft had been made possible by the negligent act of the garage employee who had parked the car handy to an entrance, and had left the ignition key in the lock, so that the thief had only to step inside the door and drive away.

Boating Collision

WELL, the case concerned a boat. Rogers had a motor fishing vessel for sale and he gave

Goldsmith an option to purchase it for £400. Goldsmith went up to Wick to have a look at the vessel and then telephoned Rogers to tell him all the faults he had found, one of which he said was extensive rot and worm in the keel. Rogers assumed that the boat had been taken out of the water and the keel examined. This had not in fact been done; Goldsmith had merely been told by a local fisherman that there was worm in the keel, but his report to Rogers had convinced the latter that he had better sell the boat quickly and he reduced his price to £100. Goldsmith as quickly accepted this offer but, before the money was paid or the boat delivered, Rogers telephoned to a friend in Wick to make inquiries, and found that the boat had never been taken out of the water. Since the keel could not have been examined, Rogers promptly telegraphed Goldsmith repudiating the contract. A subsequent examination showed that the boat was perfectly sound and Rogers sold it shortly afterwards for the original price of £400.

Goldsmith then brought an action against Rogers claiming damages, limited to £400, for breach of contract. The defence was that Rogers had been induced to enter into the contract by what he described as "gross misrepresentation" (he prepared his own statement of defence) and what the County Court Judge and the Court of Appeal held was misrepresentation of a material fact inducing the seller to enter into the contract. There was, therefore, a good ground for rescission of the contract which, when the defendant rescinded, was still unperformed,



**you can't toy with protection . . .*

Protection is vital, and it becomes more vital every day. Protection — plant, stock and record protection, is a vital and integral part of business 24 hours of every day. Business can stand or fall on the protection provided . . . after all, how long does it take to destroy 10, 20, 40 or more years of records plus plant, and stock either by fire or burglary. You can't toy with protection — you must be certain. Your business merits the finest protective equipment the world has developed. Scrutinise thoroughly your present situation — now. No business can afford even a small fire, even one burglary with the chaos it spreads. Our representative can show you quickly, without any obligation, if there are any weaknesses and how you may build up your protection. He's backed by our reputation for integrity during the past 74 years and he's backed by the reputation of every Company and product we represent or manufacture. Call us and talk to him now. Any loophole means harm beyond the flames or damage from strangers on the premises. It concerns your employees' livelihoods and your shareholders' investments. Proper protection is a responsibility of good management.

There is no better protection available in the world than Grinnell Automatic Sprinkler and Fire Alarm Systems. Minerva Nuclear Fire Detection. Kidde CO₂ Fire Extinguishing Systems. Simplex & Kidde Extinguishers. Metalbit Fire Doors. Tocsin & Wasp Burglar Alarm & General Security Systems.

**WORMALD
BROTHERS**

AUCKLAND HAMILTON PALMERSTON NORTH
WELLINGTON CHRISTCHURCH DUNEDIN

as the boat had not been delivered to the buyer and the purchase price of £100 had not been paid.

The Communist Scourge

IT is not quite clear whether Communism deprived a taxpayer of being allowed a deduction he claimed to be entitled to make from his gross income before being taxed, but apparently it had something to do with it. A shipbuilding company was a member of the Shipbuilding Conference, a body formed to look after the business interests of its members. The Shipbuilding Conference was in turn a member of the Economic League, whose objects were very wide. They included the study of economics from the standpoint of preserving free enterprise and the active opposition to all subversive forces which might seek to undermine British industry. The Economic League was a propaganda promoting and publishing concern and was particularly active in exposing "the true face of Communism" not only in industry.

The contributions of the shipbuilding company to the Confer-

ence and through that channel to the Economic League were claimed as proper deductions because they were made to further the company's trading interests. However, that hardly goes far enough to warrant their deduction for tax purposes, which the law permits where the deduction is of a payment made exclusively for the purposes of the taxpayer's trade, or, as the New Zealand tax law states it "expenditure exclusively incurred in the production of the assessable income."

The argument put forward in the English case included the assertion that the shipbuilding industry was a highly favoured industry for the attacks of the Communist Party, an assertion supported by evidence, and that, therefore, the industry was only looking after its own interests in fighting the disease. This was certainly an ingenious argument, almost worthy of success, but the aims and objects of the Economic League, a non-profit and "non-political" company, were so wide that the argument could not bring the very considerable payments made by the Company within the specific class of deductions laid down by the tax law.



Nuclear Excavation "Possible Within Five Years"

The use of nuclear explosions to dig out ship canals and big land-locked harbours is likely to be practical within five years, according to American scientists and engineers. Enough is now known about the four main "hazard factors"—controlling crater dimensions, controlling fall-out, limiting ground shock damage to nearby population centres and checking air blast damage—to predict that this method of large-scale excavation is in sight as a means of saving time and labour.

By using multi-kiloton explosions, the U.S.A. Atomic Commission estimates that a sea-level Central American canal 1,000 feet wide and 250 feet deep could be constructed with nuclear explosives for about one-third the cost and in about one-half the time it would take to build one 600 feet wide and 60 feet deep using conventional excavation methods.

THE MONTH

APRIL, 1963

- 27—Mr. Khrushchev concedes Western superiority in women's panties.
- 28—N.Z. trade delegation leaves for Australia. Cuban Prime Minister, Fidel Castro, begins visit to Russia.
- 30—Hon. H. Watt chosen as deputy-leader of Labour Party. Tension mounts between Haiti and Dominica on Caribbean island of Hispaniola.

MAY, 1963

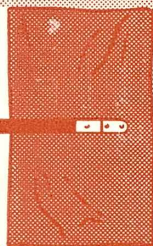
- 1—One lone South African M.P., a woman, votes against sweeping anti-sabotage bill.
- 2—N.Z. accuses U.S.A. of dumping butter in Caribbean countries. West New Guinea now part of Indonesian Republic.
- 7—Russians now admit Hitler was found dead when they reached Berlin in 1945.
- 9—Post Office announced that motor vehicles in New Zealand passed million mark in March.
- 10—New Zealand House, London, opened by H.M. the Queen, principal tenant being the World Bank. £15 a ton duty on Danish butter suspended by Britain.
- 11—N.Z. High Commissioner in Australia, Mr S. C. Johnston, died in Canberra.
- 16—Successful start to American space flight of 22 orbits.
- 17—Mr. F. P. Walsh, noted Labour leader, died. Nigerian chief Enahoro deported from Britain after long legal fight to prevent his return to Nigeria. British Government finally agrees to House of Lords reform.
- 18—American astronaut safely retrieved after 22 orbits.
- 20—Donald Campbell abandons attempt on world land speed record for this year.
- 21—U.N. facing another financial crisis, many countries not paying their way.
- 22—Abortive revolt in Turkey quickly crushed. Sir Leslie Munro urges trade with China.
- 23—Britain announces possible import control on produce, N.Z. likely to be affected.

Lightweight Laminate

The first 1/32" decorative laminate is now being sold in New Zealand under the name of Laminex Vertical Veneer. This material has been available in overseas countries only since 1960, and its introduction here so speedily is yet another indication of progressive production and marketing policy. The New Zealand product has been designed exclusively for interior vertical applications, such as doors, kitchens, cupboards, walls, partitions and mass-produced furniture facings. It can be bonded easily to hardboard, particle board, plywood, coreboard, foamed polystyrene and foamed polyurethane. Being only 1/32" thick, the new veneer can be placed on movable faces—cupboard doors or sliding doors for instance—without making them too heavy or bulky for easy handling.

An interesting sidelight in the product's marketing overseas has been its widespread acceptance as a substitute for timber veneers and plywood in the production of "stock lines" of partitions. Fabricators have found finishing costs are eliminated, as no sanding or polishing is necessary. It is much easier to apply than wood veneers, and no loss is likely in manufacture due to unusable areas or breakages. Large sheets, 8' x 4', are easily applied to give joint-free areas.

NEW TREATMENT FOR AN OLD PEST



Dust!!!

**DON'T MOVE IT—
REMOVE IT WITH**



DUST CONTROL SERVICE

Clean your premises the modern way. Broom sweeping and wet mopping now belong to the dim, dark ages. Use our new "Dustrol" dust control service, save time and labour costs. No capital investment on your part, nothing to buy except service . . . you'll be surprised to learn how small are the charges for Dustrol equipment on a low rental basis. Enquire now!

WALL SWEEPING

This once laborious task is now easy with the Dustrol Sweeping Tool. High walls are quickly and efficiently cleaned. DUSTROL MOPS are available for rough surfaces and heavy litter.



**DUST CONTROL SERVICE CUTS
CLEANING COSTS
BETTER CLEANING IN LESS TIME.
WITH LESS EFFORT AT LOWER COST**



New Zealand **TOWEL SUPPLY LTD.**

AUCKLAND
Phone 24-556

HAMILTON
Phone 75-767

PALMERSTON NORTH
Phone 79-688

WELLINGTON
Phone 87-043

CHRISTCHURCH
Phone 60-789

DUNEDIN
Phone 37-132

LIFT SALES

BY IMPROVING
YOUR SALES
PRESENTATION

Have a New Look for the New Year

Use These Attractive, Practical

- ★ CATALOGUE HOLDERS
- ★ PRESENTATION BINDERS
- ★ PRICE LIST COVERS
- ★ RING BINDERS

With or without Protective Plastic Pockets.

These hard-wearing, dirt-resistant covers are electronically welded from colourful P.V.C. plastic to give your salesmen the lift that a really attractive and efficient presentation can give. You can choose from covers with welded in crystal clear protective pockets and from ring binders that take sheets with standard punchings or plastic pockets.

CONTACT—

**CHANDLER
& CO. LTD.**

Phone 556-039

*and a Representative will call
to discuss your requirements.*

